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SARNOFF'S ELECTRONIC SHOW BIZ

Nature Boys Displacing Actors In 'Boom' of Scenic, Wildlife Pix FOR PIX AND VIDEO

Actors and writers who have left Hollywood in considerable numbers during the past 18 months because of a general curtailment of feature productions at the studios may recognize a cause other than television for the change. There has been a "small boom" in feature-length scenics, post-Martin Johnson safari stuff and nature-in-the-raw thrillers made possible by technical improvements in camera work. In effect this means that flesh performers are facing competition from guys in pith helmets, naked natives and slithering pythons more menacing than Jack Palance.

maked natives and slithering pythons more menacing than Jack Palance.

Nobody has the statistics on expedition and exploration films but there never yet was a Museum curator or globetrotting millionaire who didn't bring a camera crew along when he hit the jungle trail pour le sport. Whatever the current explanation, and the scenic thrills of \$This is Cinerama" is undoubtedly one, there is much playtime going to features of the back to nature ilk. Moreover many storytelling productions of the Hollywood studios have lately been photographed in darkest Africa—per "Mogambo," "King Solomon's Mines" and "African Queen."
Walt Disney's True-Life Adventure series, with "Water Birds" and the upcoming "The Living Desert," are other examples of films' rediscovery of nature. United Artists has just taken on a 77-minute feature, "Song of the Land," dealing with birds, animals and wildlife of (Continued on page 56)

21-Inch Color TV Sets In 3-4 Years for \$500 Is DuMont Prediction

Troy; N.Y., Nov. 3.

Color television today is ready only for the establishment of standards, but in "three or four years" set manufacturers will be able to turn out 21-inch color receivers at sales price of \$500, Dr. Allen B. DuMont declared last week. Speaking before the Industrial Council at Renselaer Polytechnic Institute, the DuMont Laboratories prexy also predicted that the world is on the threshold of a "new age," in which "electronics with visibility", would affect everyday living.

predicted that it would still ke from 10 to 20 years for color to be integrated with present ack and white broadcasts.

Real Humility

Hollywood, Nov. 3.

Hollywood, Nov. 3.

Arthur Godfrey's humility may be a joke but Lauren Bacail refused to plant her footprints in the cement forecourt of Grauman's Chinese theatre in connection with the opening of 20th-Fox's "How to Marry a Millionaire." Such honors, she explained, should be for those who are "unforgetable and irreplaceable."

Cinerama In **Tents Coming**

S. H. Fabian of Stantey Warnet Theatres, controlling partner in Cinerama, revealed here that the panoramic system three-camera may take to the road eventually under canvas-thereby reviving in new form the "tent shows" of yore. Fabian conceded many present the atres are architecturally unsuited to Cinerama.

to Cinerama.

Tent show possibility was described by Fabian at a special 10 a.m. showing of Cinerama at the Palace in connection with the current convention of exhibitors. Fabian also rapped absence of an industry-wide research committee which might have prevented present confusion of many screen standards and no uniformity. Exhibitors themselves might yet be forced to initiative in the matter.

M&L Seek Trumans For Piano-Vocal Turn On Thanksgiving Telethon

Dean Martin and Jerry Lewis have asked former President Harry S. Truman to appear on their Thanksgiving Eve telethon for Muscular Dystrophy as the piano ac companist for his daughter Margaret. An ABC-TV exec said the ex-president was "receptive" to ex-president was "receptive" to the idea but has given no definite answer yet.

Telethon, which is now definitely set for seaw, however, new and load uses for television, especially closed-circuit video, in educion, medicine, factories, atomic ants, financial institutions and insportation. He said the new Telectronic Age." "electronics th visibility," would "effect treardous changes in our patterns though, morals, actions, comitting operations and everyday in the control of the producing should be recommended by the Carthay Circle The face. Telethon, which is now definitely

Hollywood, Nov. 3 Hellywood, Nov. 3.

A new and portentious era for TV, vitally affecting not only video but the future of the film industry as well, came in a surprise revelation today (Tues.) by Gen. David Sarnoff, RCA-NBC board chairman. Sweeping in its implications, Gen. Sarnoff revealed that recording of color and black and white television programs on magnetic

ing of color and black and white television programs on magnetic tape has been achieved.

Announcement came following demonstrations at NBC's Burbank plant of RCA's compatible color system. The half-hour show was close-circuited from N.Y. over a 4,000-mile special Bell System relay.

4,000-mile special Bell System relay.

Prefacing his remarks with "Now I will let you in on a secret," Sarnoff added, "we are so confident of promises on this research and development work that I can announce today that on Dec. I we will demonstrate in our Princeton laboratories the present status of tape recording of TV pictures both in black and white and color."

He declared magnetic tape recording has many advantages over photographic film processes and kinescope recording "which I am (Continued on page 36)

Orchsters Into **Own Diskeries** In Wax Revolt

In a revolt against the top pri-

In a revolt against the top pri-ority rating given vocal pactees by the major record companies, orch leaders are steadily moving into their own diskery operations. It's a move, however, that the majors aren't trying to stymie. According to major diskery brass, the orchs have meant little on was in recent years and few of them have met the high guarantees that came with the initial pacting. The orchsters, on the other hand, claim that the diskery de-(Continued on page 63)

(Continued on page 63)

It Hadda Come

Tunesmiths have finally latched on to l'affaire Godfrey-

latched on to l'affaire Godfrey-LaRosa for song inspiration.
Marty Leed and Jack Vovais
are entering "Yon Say That
I've Changed" via Tin Pan
Alley-Music and Ruth Wallis
has penned and etched "Dear
Mr. Godfrey" for the indie
Monarch label. Front Page
Records also latched on to the Records also factors on to the key word in the affair with a Phil Cordon waxing tagged "Humhity." Gordon, inci-dentally, was winner on God-frey's "Talent Scouts" show several years ago.

ALL-TAPE FUTURE 'Passion Pits With Pix' in Danger Of Revival Via All-Nite Drive-Ins

Int'l Incident?

Int'l Incident!

Cable received by a New
Yorker last weekend from the
Directeur Adjoint de la Police
Judiciare, Prefecture de Police, Paris:

"What is this I hear about
the trouble of Monsieur Arthur Godfrey?

'Is it true that your government may fall?"

\$250,000,000 Disk **Gross Next Year**

The disk biz will continue its forward surge through 1954 when the industry's gross should go to 15% over this year to top the \$250,000.000 mark, according to Manie Sacks, RCA Victor vice-prexy and general manager of the disk division. Sacks made his upbeat prediction at the meeting of the disk department's top whelon in Atlantic City last week.

Sacks found basis for his outi-

top schelon in Atlantic City last week.

Sacks found basis for his optimistic ontlook in three factors: (1), the boom in his equipment which is making the public phonograph and disk conscious again; (2) the steady growth in the nation's teenage population which buys the bulk of the pop records, and (3), the steady buildup of syndicate and department store interest in disk. Sacks underlined the latter factor as being of key importance in servicing the suburban areas. He stated that the population trend away from the cities was continuing at an accelerated pace and that the clain stores were providing a sales channel into such areas where standard disk outlets were not functioning.

Chi Stripper Tips Off Compulsory 'Mixing' In 'Blind Voice' Broadcast

Chicago, Nov. 3 A former Calumet City exotic, who remained anonymous, testilind to radio listeners last week that working conditions in the State St. working conditions in the State St. bistros were "rough" and that dancers were forced to double as "B-Girls" at a commission per "stick" (stirring rod which the bartender keeps every time the girl is bought a drinkt. The "blind voice" interviewed by Len O'Connor on MBC's "News on the Spot," further stated that the girls were kept working until 5 a.m. each night and that they were alraid to quit because both dancers and agents are "threatened by the guys who run Calumet City clubs."

Arrangements for the broadcast were made largely by the American Guild of Variety Artists here, (Continued on page 56)

High in Caming Reccepts

Reno, Nov. 3

Gambling activity in Newayda reached its highest mark in the last 12 months when a record \$1,659,717 was paid to the state \$1,659,717 was paid to the state that the gambler's take at 50 times that amount, or \$82,985,850. Carated comes close to 5% of the actual winnings, or \$1,650,000,000.

Chicago, Nov. 3.

Chicago, Nov. 3.

While seeking a more respectable appelation, drive in theatres are fared with the prospect of again being billed as "Passion Pits with Pix." This was the label pigued on the open top houses when they first came into being and drew the romancers along with the pic entertainment seekers.

seekers.

Although not mentioning the "Passion" identity which they'd prefer to forget, the drive-in committee of the Theatie Owners of America in a report yesterday (Mon) said that a new policy of ozoner operators is "Disk to Dawn" overation which is "Continua beek operation which is "putting back the bad label drive-ins have tought

the bad label drives ins have tought to get rid of.

The report, presented by Jack Brannagel, at TOA's convention, further stated. 'In addition, this has brought to drives in unlayorable publicity in the way of raids, the public going to authorities to have restrictive laws put on driveins, and many other complaints, we cannot feel that one or two nights of a temporary jump in the gross is worth such an attenually."

Coast 88'er Tricked Into Town's Most Intime Date: 13 Weeks in Men's Room

13 Weeks in Men's Koom
Hollywood, Nov. 3.

There's many a small spot in the
country, but none so small or intimate as the one Ukie Sherin is
playing for 13 weeks.

Sherin, the Vine Street pianist
who has been a gagster for years,
has the tables reversed on him,
tricked into a pact to play in the
men's room at the Santa Monica
Ballroom, owned by Spade Cooley,
Sherm signed a 13 week pact for
\$2,600 to appear on Cooley's KTLA
telecast emanating weekly from
the ballroom, also to appear in the
berpalace's "M" room. That last
phrase baffled Sherin, and he
asked Cooley "what's that?" The
orch beader suavely assured him
(Continued on page 56)

Nevada Racks Up Alltime High in Gaming Receipts

Bowing to universal criticism and recognizing that its strength rests in screen entertainment, the British motion picture industry stashed its stage presentation at the Royal Command Film performance the property set standard

Royal Command Film performance from the previously set standard of 60 minutes to a streamlined 20 minutes. The results, as witnessed last week, were no less disastrous. For the first time since the Royal performances were instituted in 1946, no attempt was made to bring over, especially from Hollywood, name stars. Instead, the promoters sensibly relied on the cream of available British talent plus the U. S. thespers currently working in Europe. There was certainly no shortage of talent from either side of the Atlantic, yet the overall effect tacked inspiration, character and imagination.

The one person who emerged satisfactorily from the staging was

The one person who emerged satisfactorily from the staging was British star Jack Hawkins, whose job it was to introduce the guests, and subsequently give the loyal address to the Queen and other mem-bers of the Royal family. He played his role admirably but worked to a script which gave him oppor-

or aumirably but worked to a script which gave him opportunity.

Film Names

Of the Hollywood talent presented on the stage of the Odeon Leicester Square, there were such name actists as Gary Cooper, Jeanne Crain, John Ireland, Joanne Dru and Richard Baschart. With the entire presentation cut to a mere 20 minutes, there was little time for anything other than a formal introduction, but British film director Anthony Kimmins had been set to supervise the presentation and Nicholas Phipps was employed as the scripter. Admittedly, because of studio commitments there was minimum time available for rehearsals, but it is hard to believe that the ingenuity of those concerned could not have produced a more sparkling dish to set before the Queen.

For example, Gloria Grahame was introduced by Hawkins as an Academy Award winner. "Say something to the audience," Hawkins asks her. "Something," "Anytime," answers Miss Grahame, Embarrassing silence Atter which she is asked, "Well, say anything," "Anytime," answers Miss Grahame, Embarrassing silence once more before the next artist is introduced. Almost without exception all the "Continued on page 55)

German Industrialists Bankroll Yank Films For Sake of Dollars

Industrial firms in Germany have found a new way to change marks into American dollars—by bankrolling American motion picture, producers. That was the report brought back from Munich by Allan Dowling, who heads his own Hollywood production company. With little merchandise to export. German industry is financing films, through their banking institutions, for screening in the U.S.

films, through their banking in-stitutions for screening in the U.S. narket. While in Munich he closed a deal tor the backing of two films." '9 15 to Freedom' and "Hedda Gabler," to be produced early next

U.S. Acts to Queen's Taste In Command Vauder Clicko

In Command Vauder Clicko

London, Nov. 3.

Royal Command variety show, at the London Collsseum last night immon.), was staged with a combination of lavishness and good taste, giving fullest opportunities to an array of British and American talent. "Guys and Dolls" stars Sam Levene, Jerry Wayne, Stubby Kaye, Lizbeth Webb, Tom Pedi, Johnny Silver and Lew Herbert made a resounding impression with "Rockin' the Boat," although a last-minute decision to revise the lyric and dress Salvation Army girls in mufti to avoid offending susceptibilities was strongly criticised, particularly as the Royal Family had already seen the show.

Vivian Blaine was socko in a solo spot but dropped her originally-planned production number of "Shine On Your Shoes" and replaced it with "Give My Regards To Broadway," and cilmaxed in great style with "Take Back Your Mink." Gloria Nord did a fine skåting solo as a spectacular closing to the first-half finale. Tonnny Coo-

Mink." Gloria Nord did a line skat-ing solo as a spectacular closing to the first-half finale. Toimny Coo-per, Max Bygraves and Jimmy Ed-wards got heftiest British ovation. Miss Blaine, Levene, Kaye, Miss Webb, Miss Nord and Edmund Webb, Miss Nord and Edmund Hockridge were among those pre-sented to the Queen after the show.

Orson Welles in Sudden Departure for Europe Sez He 'May Be Back'

Almost smack in the middle of talks with the Radio-TV Workshop of the Ford Foundation on future engagements for "Omnibus" the apengagements for "Omnibus" the appeared a few wocks back on "King Lear". Orson Welles pulled up stakes and flew back to Europe last weck. He left no reason for the sudden departure, though indicated in a note to the Workshop that he may be back soon to resume talks.

Prior to winging back to Europe Welles was called to Boston to lend an assist on the "Kismet" musical production trying out there.

production trying out there.

WIDOW SUES, CITES STUNTING OVER HOME

Los Angeles, Nov. 3. Columbia's filming of "Mission ver Korea" was too realistic, ac-ording to the late Robert E. Sat-Over Korea" was too realistic, according to the late Robert E. Satterfield's widow, who has filed a \$400,000 suit charging that the studio's bombing planes over the family ranch near Newhall caused her husband to die of a heart attack.

-Mrs. Satterfield claims two planes simulated bombing attacks 30 feet above the house in violation of aviation laws.

Ben Cohn's NYU Talk

Ben Cohn, assistant foreign sales manager at Universal, last week addressed the Foreign Trade Club at New York University. About 100 attended.

Subject of Cohn's talk was "The Motion Picture Industry in Foreign



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Betty Hutton Mulls CBS Deal

Betty Hutton, who thus far has been unapproachable for TV because of the coin she's been demanding, has been having conversations with CBS which may culminate in a half-hour series. Network's TV program chieftain Hubbell Robinson jr. admitted that there have been talks with the star, but added "if there is a deal it"ll probably be a long time coming," when and if negotiations are finalized, because of money and other angles.

inalized, because of money and other angles.
Within the past nine months both NBC and ABC had made overtures to bring Miss Hutton into their respective camps, but the amount asked was considered so fancy that all deals went cold.

New flurry of activity by CBS was sparked personally by Columbia board chairman William S. Palev.

Hero's Welcome to LaRosa In First Post - Godfrey Personal at Albany Fete

Albany, Nov. 3. Julius LaRosa, making his first Julius LaRosa, making his first personal appearance since the Arthur Godfrey incident, received a hero's welcome from 4,000 persons, including many tenage girls, at a benefit performance for the Franciscan Fathers seminary building fund in the State Armory Friday night (30). LuAnn Simms, forner colleague on the Godfrey show, was billed as costar, but did not appear.

show, was billed as costar, but did not appear.

The Franciscans, who sold tickets at \$1.80 and \$2.40 in Albany. Troy and Schenectady, expected the fund to net \$7.000. Another tenefit will be staged in New York City later, according to Father Robert Parela, film editor of Padre and friend of show business people.

La Rosa, who made a grand entrance after intermission down the

La Rosa, who made a grand entrance after intermission down the middle aisle of the drillshord, behind a phalanx of policemen and to the shrill cheers of adolescents, seemed nervous at the start, but gradually eased down. He could do no wrong with the predominantly youthful audience, many of them apparently of Italian extraction.

The approach and style were characteristic of the boyish La-Rosa familiar to TV viewers—perhaps noore noticeably unorthodox.

Rosa familiar to TV viewers—per-haps more noticeably unorthodox, though warm, because he held the spothight for a half hour. He made vigue references to the Godfrey cause celebre in introducing "The Nearness to You" and "There's No Business Like Show Business." One of the latter's lines, apropos to him, twice drew thunderous ap-niance.

Other acts playing were Dave (Continued on page 55)

Rooney on 'Autothon'

San Antonio, Nov. 3.

Now it's an "Autothon," a
48 hour sales campaign to sell
Ford cars. Held at and by
Jordon Motors, here, sale was
staged with the help of Mickey
Rooney, Hollywood screen
star.

Rush for Talent to Start in Arg. When Vaudfilm Act Becomes Law

Patrick Confers With 20th (It's a Secret)

John Patrick, author of the legit click, "Teahouse of the August Moon," left N. Y. for the Coast over the weekend at the Invitation (and expense) or 20th-Fox. Film company has a writing deal in mind, but details are under wraps. "Teahouse" film rights are owned by Metro.

Roles of Radio, Films In 'Mission Against Moscow' **Outlined by Streibert**

Outlined by Streibert

Washington, Nov. 3.

Radio and motion pictures will continue to play major parts in the U. S. Information Agency's new "Mission Against. Moscow," according to the directive issued by President Eisenhower.

Setup, as explained at a press conference past Thursday (29) by Theodore C. Streibert, director of the Information Agency, includes the following.

Voice of America will concentrate more on factual reporting "to build up its credibility and reliability abroad," There will be some commentary to explain this Government's policies, but generally there'll be an avoidance of a strong propaganda note. With greater emphasis on local autonomy in the field, material will be shipped to the various USIA outposts around the world with considerable decision to be made there on the use.

The material will not only give facts about our policy but will also refute Communist lies, Generally, there will be little attacking of Communism as such, except from Munich where programs aimed at the Red hating people of the Eu-

Munich where programs aimed at the Red hating people of the Eu-ropean satellites will be hard-hitting, with plenty of anti-Russian

ropean satellites will be hardhitting, with plenty of anti-Russian propaganda.

In the field of motion pictures, Streibert explained, there is not the money available for production of informational and propaganda films by the Hollywood studios. However, Streibert made clear that he looks to the motion picture industry for considerable aid.

He said Eric Johnston had assured him of cooperation toward improved foreign distribution of the Agency's films, and Cecil B. De Mille has also been very helpful. The long range plan, to get under way about mid-1954, calls for most of the Agency's propaganda pix to be made abroad in the countries and areas in which they are to be used. This is in accordance with the plan of dropping generalized material and developing more specialized subjects directly aimed at specific audiences.

Brit. Govt. Gives Nearly \$2,000,000 to Show Biz

London. Oct. 27.

With a government grant of \$1.890.000, the Arts Council last year
played a major role in subsidizing
British opera, music, ballet and
drama. Details of income and expenditure were revealed in the
Council's annual report.

Principal beneficiary was opera,
which received more than \$971.000

Principal beneficiary was opera, which received more than \$971.000. Covent Garden alone had a grant of \$742.000 with a further \$42.000 for the Coronation season plus \$140.000 to cover depletion and maintenance. The council also paid out \$223.000 for music and \$202.000 for drama.

Tram-Stealing Mania Wins Scripting Job

Buenos Alres, Oct. 2 Taking steps to forestall co. petition, some of the better from circuits have been signing deals here with vaudeville talent so as to be ready for enactment of the law recently passed by congress, which makes it obligatory for final theatres to use variety turns at all film shows.

all film shows.

Now, the Labor Ministry has stepped in arbitrarily and declared any contracts already inked are null and void until such time as, it has drafted the regulations emaching the law. Moreover, the ministry ordained that once this task is finished, the law will come into force simultaneously all over the country. This should be the signal and a wild scramble to sign talent. No one knows how long the task of drafting the law will take.

Meanwhile, anticipating the col-

Meanwhile, anticipating the ef-Meanwhile, anticipating the re-fects, talent agencies are rushing to enter into combinations with the big circuits, and talent scouts are setting out on buying expeditions in Europe and America.

setting out on buying expeditions in Europe and America.

The Lococo Circuit (Opera Theatre) already has Clemente Lococo, Jr., to the U. S. for this purpose while the Central Cinematografica (Gran Rex) may work out a combination with Francisco Gallo, one of the smartest legit operators here, with a score of theatres under his control. The Iriberri Concerts Organization also may come in on this combo since Gallo and Iriberri are combining to handle the Katherine Dunham Dancers' next South American tour, scheduled to start in Cuba next year.

Gallo is going to Europe in search of talent while Bernardo Iriberri will also leave for the Continent in November. His partner, Maria Iriberri, is due to plane to the U. S. at the same time, and will look out for vaudeville attractions as well as longhair and legit numbers for the 1954 season.

Pitt Cafe Left Sans Act As Haymes Is Ordered Into New York Hosp

Pittsburgh, Nov. 3

Pittsburgh, Nov. 3.

Failure by Dick Haymes to notify operators of the Carousel, Pittsburgh, that he would be unable to appear at that spot because his medico ordered him into the Park East Hospital, N. Y., caused quite a bit of embarrassment in the Smoky City, Haymes, who was slated to open at the Carousel Monday (2), was to be the guest of honor at a cocktail party that afternoon. Press and friends of the ops appeared in the afternoon, but Haymes never showed.

For the evening show, the operators of other bistros in town pitched in to aid the Carousel, which was without a headliner. George DeWitt, topper at the Copa, was sent over by Lenny Litman to appear at the Carousel, Vagabonds and Steve Condos, at the Voxue Terrace, were also dispatched to taid the operator.

The incident added further fael to the blazing tiff Pitt ops are having with Music Copp, of America. Niteries feel that it was incumbent upon the agency, which handles Haymes, to notify the Carousel in time so that embarrassment could have been avoided at the cocktail party, aid also would have permitted the Carousel.

at the eocktail party, and also would have permitted the Caronsel ops to get a substitute headlaner.

KITT TO QUIT 'FACES' FOR DISCLICK CASH-IN

Eartha Kitt, legit songstress has moved to the fore this year via her RCA Victor etchings; will Wins Scripting Job
Vienna, Oct. 27.

Franz Ponweiser, ex-streetear
conductor, was sentenced to two
days in jail for "stealing" a streetcar. Ponweiser, ineligible for his
usual job on account of sickness,
told the court that he cannot abstain from driving a tram. At
nights, he just "elopes with a car."

There was a happy ending, when
his lawyer told the court that a
German film company will use his
manla for a film company will use his
manla for a film comedy. Out of
a job, he will now get paid to help
script the pic.

via her RCA Victor etchings, will
leave her star slot in the "New
Faces of 1952" revue in January to
cash in on her disclicks via personal appearances. She has already
been booked for a week in January
at the Town Casho in Buffald at
55,000 a week. She's getting \$700
weekly in "Faces."

Miss Kitt initially broke through
on wax with the Turkish number,
"C'ska Dara," then climbed into
number, "C'est Si Bon." and vurrently is riding with "Santa, Baby."

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GOLDENSON RAKES DISTRIBS

Make 'Yes Men' of Directors

The Screen Directors Guild is hearing increasing complaints from members that their functions in many instances have been drastically curtailed" and directors are becoming "mere mechanics rather than directors." Guild veepee Rouben Mamoulian in particular warns studios and producers to be careful lest they create a generation of directorial yes men. Mamoulian urged participation deals as a "stimulus to creativeness and efficiency" for meggers.

"Directors are not given sufficient time to prepare or even familiarize themselves with the script. They're told to go ahead and shoot it as written without the slightest modifications. Sometimes they're even given little sketches of camera angles which they must follow," asserted the veteran megger.

Mamoulian declared "this is a fatal danger not only to the individual director, but to the producer and the entire Industry, because this is not conducive to the making of fine pictures. If a director is considered efficient enough to be entrusted with a picture, he should be allowed enough freedom to exercise his creativity."

ativity."

Arthur Freed, Metro director and first veepee of Screen Producers Guild, on Monday sharply denied Mamoulian's complaint that directors are not being given sufficient latitude by studios, "Mamoulian is manufacturing something that isn't there." Freed thinks the writer is the most important individual on production.

Simpler Cinerama Seen Developing Via Fabian's Buy

Chicago, Nov. 3.
Opinion that Cinerama will be simplified and made adaptable for most theatres was expressed here by Myron N. Blank, chairman of the Theatre Owners of America research committee. "We are tremendously happy," said Blank, 'that S. H. Fabian, through the Stanley Warner Corp., has acquired Cinerama, and I know they plan on broadening the use of this plan on broadening the use of this medium. It is our hope and belief that this system will be simplified so that it can be generally used in most theatres now operating."

In a committee report, Blank looked back upon first indications looked back upon first indications of new screen techniques on the horizon, including, via the State Department in August, 1952, reports of 3-D without glasses as claimed by the Russlans. He said that TOA-ers early in October, 1952, asked most studios to work on new screen processes and in January of this year met with distributing companies and equipment manufacturers. "I believe that from this meeting our present wide screens became a reality," Blank stated.

Blank stated.

The exhib leader said that he did not want to convey that TOA in any way tried to dictate developments nor is it seeking to stabilize any one development. "It is opments nor is it seeking to stabilize any one development. "It is our belief that if each company takes a different route the better developments will come forth for our use and that in the long run the best system will predominate," Blank declared.

SMALL EXHIBS DROP **OUT OF TRADE BODIES**

OUT OF TRADE BODIES

Chicago, Nov. 3.

In curious contrast with the heavy attendance at the current Theatre Owners of America convention here, indications are that exhibitors are dropping out of regional and national organizations, the latter including both TOA and Allied States, in serious numbers.

Some theatreowners familiar with TOA and Allied setups, say many members still carried on the books of both outfits actually haven't participated in local meetings or paid dues in over a year. These for the most part are small houses which, in their struggle to stay in business, are concerning themselves only with immediate problems of operation and not with organizational activities. According to TOA sources, Allied's membership roster was hit by the number of theatres which already have chosed.

In any event, a membership pitch as made here by E. D. Martin and forege Kerasotes; cochalrmen of linked to Metro's possible takeover of some of WB's holdings in ABPC, but none will comment.—Ed.)

MAY GO IN WITH FLYNN

Arthur Krim Heads For Rome to View Unfinished 'Tell'

Arthur B, Krim, president of United Artists, leaves N. Y. this week for a European swing which will include a visit in Rome and the possibility of rescuing actorproducer Errol Flynn from the financial pitfalls he has encountered in making "Adventures of William Tell." Film, lensed in CinemaScope, was three-quarters finished when Flynn's backers ran out of money.

UA, which has the releasing rights, will put up the remaining cash required if the pic, up to this point, shows sufficient boxoffice promise.

point, s

promise.

According to Italian sources, rental money on production equipment was overdue. Consequently the equipment was impounded via court order. Further, after summer

court order. Further, after summer shooting in the Italian Alps, production workers were released with five weeks' salary due them. Flynn is associated in the production with Barry Mahon and Nate DeAngelis, plus former cameraman Jack Cardiff, who is director of "Tell."

London Guess: Warners Will **Unload Houses**

Recent gumshoe trips of top Anglo-American theatre executives to New York are reportedly tied into Warner Bros.' desire to unload its 50% holdings in Associated British Picture Cinemas Inc., of which Sir Philip Warter is board chairman. Dr. Eric Fletcher, deputy chairman, made a sudden trip to New York, presumably to huddle with the Warner freres who, while own-ing half of the 284-theatre circuit, have no control.

Coincidentally, Sam Eckman Jr., managing director of Loew's theatre interests this side, likewise made a flying trip to the U. S., in itself unusual as the dean of the Anglo-American picture business is well known in London for his aversion to flying.

sion to flying.

D. J. (Jack) Goodlatte, ABPT managing director, also made a sudden trip to the U. S. All concerned call their trips mere coincidence. That is supposed also to cover Cecil Bernstein, head of Granda Theatres, and Louis Ellman, the Dublin head of J. Arthur Rank Thea!res in North-Ireland. Latter state they chiefly went over to audition the sundry scopes and other new film dimensions, adding they weren't "particularly impressed one way or the other."

(Eckman's recent U. S. visit was

RAISE RENTALS

That divorcement of theatre chains and film producing studios possesses "reality" was demonstrated here today (Tuesday) when the head of Paramount Theatres, Leonard Goldenson, accused Hollywood film moguls of creating a shortage of feature films and letting this go hand in hand with rental prices and playing terms which exhibitors shmply cannot afford to pay.

ford to pay.

Goldenson was keynote speaker

which exhibitors simply cannot afford to pay.

Goldenson was keynote speaker at the current convention at the Histon Hotel of the Theatre Owners of America.

Along with the "unconscionable" film rentals, Goldenson cited overextended running time of films as one of the worst evils attendant to the dearth in available films. (Although he didn't come right out and say so, It's no secret that distributors have been demandling as much as double normal playing time for certain of their films as part of licensing deals.)

Film veterans agreed that these were the most hard-hitting comments ever publicly made by Goldenson who, himself, was tied in with production until the king-size Paramount corporation was dissolved a few years ago. At that time, via the court-decreed divorcement, he became head of the nation-wide chain of theatres—now numbering about 700 houses—which early this year merged with American Broadcasting Co.

Atomic Comparison

The film industry need fear no competitor, and that includes television, Goldenson said in his address. He added: "However (if I may compare it to such an awesome thing), just as the world has within its grasp to use atomic energy for its own self-destruction, I helieve that the motion picture industry has it within its power to destroy itself. Our industry has need for great statesmanship to avoid the pitfall."

Goldenson pointed to the motion picture as the greatest of inexpensive luxuries. He described it this way. "Perhaps our sales-

tion picture as the greatest of in-expensive luxuries. He described it this way: "Perhaps our sales-(Continued on page 22)

CUT SUPPLY TO Amateur-Made 'Little Fugitive' Cost \$25,000 But May Gross \$500,000 That the amateur has occasionally been able to enter the competitive commercial film market with a product that has surprised veteran industryltes is a known truth. In the latter category is the 75-minute "Little Fugitive," made by a trio of amateurs—Ruth and Morris Engel and Ray Ashley, dealing with the adventures of a little boy at Coney Island. The Engels and Ashley used no star names, picking up a non-pro seven-year-old boy, Richie Andrusco, who is currently receiving nation-wide ballyhoo for his performance in the film.

200th H'wood Premiere

Hollywood, Nov. 3.
When Metro rolls out the red carpet for "Julius Caesar" on Nov. 10 it will be the studio's 200th Hollywood preem. First was "The Merry Widow" in 1925, co-starring John Gilbert and Mae Murray.
It was followed by "Lights of Old Broadway," "The Big Parade" and "Ben Hur."

Exhibs No Like Divorce Results They Fought For

Chicago, Nov 3
Because of allegedly abusive business practices on the part of the producer-distributors, Trueman Rembusch, at the recent Boston convention of the Alfed States Assn. recommended that exhibitors buy a voting voice in film corporations to insure for themselves a fair shake in exhib-distrib policies. At the current convention of the

fair shake in exhib-distrib policies.
At the current convention of the industry's other exhib body, Theatre Owners of America, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, has complained in similar vein that the divorcement of domestic theatres from the film companies left the balance of bargaining power "heavily weighted in favor of production" and that exhibitors, as a result, are now suffering.

Allied was instrumental on the prosecution end of the Government

Arted was instrumental on the prosecution end of the Government court suit which wound up with court decrees demanding divorcement.

The producer-distributor onthis

The producer-distributor outfils at great expenditures of time, energy and money fought every inch of the way to fend the divorcement which, exhibitors now say, is working to the advantage of producer-distributors.

Get it?

MGM Holds Back on TV

grossed \$40,000 in four weeks end-ing Monday (2).

Deal between Burstyn and the Normandie Theatre is also musual, since its terms are similar to those Samuel Goldwyn would ask for a major attraction. Distrib receives 90% of the gross, guaranteeing the house a 10% profit and paying all the theatre's expenses and adver-tising costs.

ballyhoo for his performance in the film.

The surprising aspect of "Little Fugitive," being distributed by Joseph Burstyn, is the production cost. The entire cost of the film is reportedly \$25,000. This sum has already been recovered, since Burstyn was able to make European and South American deals for the film immediately after it copped a blue ribbon award at the recent international film festival at Venice. It's estimated that the pic, which appears headed for circuit showings, can gross \$500,000. In its only showing so far at the Normandie (N. Y), "Fugitive" has grossed \$40,000 in four weeks ending Monday (2).

Hollywood, Nov. 3.

Met, o came out with an explanation of its action in withdrawing two contractees, Lional Barrymore and Keenan Wynn from the cast of Wayne-Fellows' "The High and the Mighty."

Reason, according to a studio spokesman, was that a chaise in the contract stated that the film could be sold for television.

ARIETY

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Chicago 11
612 No Michigan Ave.
London WC2
8 St. Martens Pl., Trafalgar Sq.

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ABEL GREEN, Editor

Vol. 192

INDEX

Chatter Film Reviews House Reviews Night Club Reviews ...; Obituaries
Pictures,
Radio Television
Radio Reviews
Record Reviews
Television Reviews
TV-Films
Unit Reciems

DAILY VARIETY
(Published in Hollywood by Daily Variety, Ltd.)
\$15 a Year \$29 Foreign

TV-Films Unit Reviews

National Boxoffice Survey

Biz Continues Stout; 'Robe' Champ for 6th Week In Succession; 'Mogambo' 2d, 'Cinerama' 3d

is as uneven as the weather, arrival of cool temperatures in some key cities boosting trade while a return of warmer days melting by in others. Launching of several new pix is having only slight boomingact as the big extended-runs continue to grab the biggest coin. Election Day in many sections was a plus factor.

"The Robe" (20th) again is fine-

continue to grab the biggest coin. Election Day in many sections was a plus factor.

The Robe" (20th) again Is finishing first although there is a hint that the initial CinemaScope production is nearing the end of its long runs in a few localities. Termination of its, engagements may be speeded by the arrival of the second CinemaScope pic, "How to Marry a Millionaire" (20th). However, its wide lead in actual money as compared with nearest competitors appears to insure its leadership nationally for some weeks to come.

"Mogambo" (M-G) again is capturing second place, the same as a week ago, with \$315,600 in some 14 representative key cities covered by Variety, "Cinerama" (Indie) is pushing up to third position as contrasted with fourth a week ago.

"Here to Eternity" (Col) will take fourth place, lowest it has been in many weeks. "Little Boy Lost" (Par) is soaring from eighth to fifth spot. "So Big" (WB), just of the latting seventh slot while "Torch Song" (M-G) is latching onto eighth place. "Roman Holiday" Par) is winding up ninth via a batch of fresh bookings. "Blowing latting to the first place in the solution of the second collection of the second collection in the providence of the better new pictures. "Calannity Jane" (MB) is good in Delevel, in Boston and mildish in LA.

"Glass Web" (U) looms okay in Delevel, "WB) is nice in Cleveland. "Sabre Jet" (VA), fine in Detroit and good in Cleveland. "Sabre Jet" (VA), fine in Detroit and good in Cleveland. "Sabre Jet" (VA), is giften in Detroit and good in Cleveland. "Sabre Jet" (VA), is giften, in Toronto. "Devil's Canyon" (Toronto. "Devil's Canyon" (Two) looks good in Detroit. "Man From Alamo". (U. is doing satisfactorily in Frisco. "Cruel Sea" (U.), still big in N Y. is nice in Frisco and fair in LA.

"Sangaree" (Par) is bright in the city in the color of the better new pictures. "Calannity Jane" (Va), now on entended-runs in most big ky cities, currently Is taking solid coin in some five spots. "Complete Boxoffice Reports on Pages 10-11).

Business trend in current session as uneven as the weather, arrival cool temperatures in some key ties boosting trade while a re-

"I, the Jury" (UA), "Beggar's Opera" (WB) and "Cruel Sea" (U) are the runner-up films in that sequence.

are the runner-up films in that sequence.

"Take the High Ground" (M-G), nice in Minneapolis, is good in Seattle. It is one of the hetter new pictures "Calamity Jane" (WB) is rated fast in Minneapolis. "Botany Bay" (Par), another fresh entry, is sock in N.Y., fine in Denver, frin Boston and middish in L.A.

"Glass Web" (U) looms okay in Buffalo. "Sea of Lost Ships" (Rep, okay in Chi, is modest in Ballo. "Diamond Queen" (WB) 4s nice in Cleveland. "Sabre Jet" (UA), fine in Detroit and good in Cleveland, is light in L.A.

"O K. Nero" (JFE) shapes okay in Toronto. "Devil's Canyon" /RKO) looks good in Detroit. "Man From Alamo" (U) is doing satisfactorily in Frisco.

"Cruel Sea" (U), still big in N.Y. is nice in Frisco and fair in L.A.
"War of Worlds" (Par) looms lively in Chi.
"Sangaree" (Par), is bright in

Com box television in homes was spotlighted at the Theatre Owners of America convention spotlighted at the Theatre Owners of America convention as representing one of the most serious threats to the weffare of exhibition. Sounding the warning was S. H. Fabian, head of Fabian Enterprises and Stanley Warner, who told theatremen here that privately-conducted theatre television is his recommendation for combatting the subscription video in homes.

his recommendation for combatting the subscription video in homes.

As chairman of TOA's theatre television committee, Fabian depicted disastrous consequences if exhibs are remiss in harnessing TV for their own use. He stated: "We are faced with a serious threat of home metered TV. This is now an actuality in that pictures, programning and TV facilities are available and ready for, use to test a selected distribution system of entertainment brought directly into your own living room. Unless we meet this challenge of home TV by utilizing the grant given us by the Federal Commúnications Commission we shall have no one but ourselves to blame if our business withers and dries up, as many of us, to our deep sorrow, have seen many phases of our industry drop out."

Paramount's Explanation

Fabian was referring to the Palm Springs, Cal., demonstrations of subscription home TV by International Telemeter Corp. This outfit is controlled by Paramount Pictures. However, rather than constituting a possibly devastating blow to exhibition, Par exces have declared that exhibitors might participate in Telemeter, such as by acquiring territorial franchises and operating the system in conjunction of the controlled of of the co

Doctors Rush To C. Skouras

Chicago, Nov. 3.

Charles P. Skouras is in grave condition at the Blackstone Hotel here following a heart attack which he suffered at 1:30 in the morning. His wife and son Charles (Chuck) came in immediately from the Coast, while brother Spyros Skouras rushed here from New

the Coast, while brother Spyros Vork.
Also summoned were National Theatres president's doctors from New York and Coast, who had attended Skouras on previous occasions when his cardiac condition threatened his life.
Skouras was particularly active the day before the attack, starting off on a duck hunting expedition at 5 a. m., shooting 200 rounds of ammunition. He came into Chicago to attend the convention of Theatre Owners of America, of which he has been board chairman and which appointed him formally as honorary chairman. Last January, when attending TOA board meeting in New York, Skouras suffered an attack from which he pulled through after period of inactivity. Doctors here have him placed under oxygen tent. Last report on his condition at Michael Reese Hospital: "Fair."

10 OLD UNIVERSAL PIX GO TO BANKERS

Hollywood, Nov. 3.
Federal Judge William Mathes on Monday granted the Bank of America foreclosure on mortgages on 10 features. About \$2,500,000 is due the bank. All films were distributed by Universal from 1946 to 1948.

triouted by Universal from 1946

Pix are "Magnificent Doll," produced by Hallmark Productions;
"Secret Beyond the Door," by Diana Productions; "Lost Moment," a Walfer Wanger picture;
'Senator Was Indiscreet, and "Mr. Peabody and the Mermaid," Interpolar, "Double Lite," Kanin Productions: "Letter From an Unknown Woman," Rampart Productions; "Countess of Monte Cristo," Westwood Corp; Cesbah," Marston Pictures and "One Touch of Venus," Artists Alliance.

1953 Picture-Making Peak Readied By United Artists

With three pictures starting this week, another next week and three currently in work. United Artists has reached the top of its activity for 1953.

for 1953.

This week's starters are "Witness to Murder," "The Long Wait" and "Adios, My Texas," to be followed next week by "Khyber Pass," Still filming are "Ring Around Saturn," "War Clouds" and "Broncho Apache."

FILM EXHIBS **NOW SHRUG OFF VIDEO!**

Chicago. Nov. 3.
Television has lost its place at the top of the list of exhibitor adversaries. As a matter of fact, this former villain of the film business appears hardly worth mentioning at all. Showmen at TOA convention here feel TV has reached its peak as a rival and is now leveling off to position alongside all other businesses servicing or entertaining the public.

"TV is a competitor just as trotting races or other spectator sports or participating sports," declared new TOA prez Walter Reade. "It's less of a competitor than ever," stated Georgia theatreman E. D. Martin, "because most home sets are now paid for and families have more money for film entertainment." Paramount-ARC prevv.

are now paid for and families have more money for film entertainment." Paramount-ABC prexy Leonard Goldenson put it this way: "Television is no more prepared or able to offer the same entertainment as films; than is baseball or hoxing or the horse show."

Probably the most striking commentary on TV as no longer a heavy is the fact that on no meeting within the framework of the TOA convention, is television on the agenda.

5 in Work at Metro

Hollywood, Nov. 3.

Production activity will pick up at Metro this month with the addition of "The POW Story" to the shooting schedule, making a total of five films in work.

Others in action on the lot will be "Brigadoon." "The Student Prince" and "Seven Brides for Seven Brothers," with "Valley of the Kings" slated to start in Egypt.

Claude Binyon

has authored a whimsical piece about frustrated authorship, titled

The Woman in the Typewriter

a bright byline feature in the forthcoming

48th Anniversary Number

VARIETY

1,000-Theatre **Pool Forming**

Chicago, Nov. 3.

A nationwide film buying combine, in the process of formation in the midwest, is expected to go into operation within the next month. Some theatremen feel if the combine can buy for 1,000 theatres the cost to them would be reduced by as much as 25%. Idea originated with theatres in Chicago and Detroit.

Theatres mainly let

Theatres mainly interested in the project are members of Allied States Assn. and among those spearheading the movement is Jack Kirsch, head of Illinois Allied.

Smoke-Filled Room' In Chicago Sees Reade Jr. Into TOA Presidency

Chicago, Nov. 30.
Walter Reade, Jr., president of
Reade Theatres, was elected president of Theatre Owners of America
at Conrad Hilton here today. He
succeeds Alfred Starr, Nashville
circuit owner, who was named
chairman of both the board of directors and the executive commit-

rectors and the executive committee.

Selection of new slate of officers occurred at nominating committee meeting headed by Robert R. Livingston. In a prolonged "smoke-filled-room session" which began late yesterday afternoon and concluded past midnight. Official explanation given was that meeting largely had concerned mapping agenda for today's board meeting. However, softo volce comment was that board agenda had been set early yesterday and that personnel disagreements caused protracted nature of nominating conclave. While sentiment for young Reade only 361 was strong from start, also favored by some was E. O. Martin, of Columbus, Georgia. Proposals were made that Starr stay on as president to resolve the issue. Also suggested was nomination of Pat McGee of Denver as chief exec. Starr declined presidency but yielded to pressure of fellow TOA-(Continued on page 22)

3-D Regains Much Lost Prestige As Metro Test of 'Kate' Favors Depth

Three-dimension pictures received a new lease on life this suck as a result of the Metro test in six cities which disclosed that the 3-D version of "Kiss Me Kate" did 40% better biz than the standard print. Picture will be held over in five of the six cities, with the 2-D outlets switching to 3-D for the holdover week.

Towns playing the picture in 3-D were Columbus, Dallas and Syracuse. The contrasting cities playing the film in standard projection were Evansville, Ind., Rochester and Houston. Evansville is the only situation where the picts in the being held over because, according to Metro, it "is not sufficiently sizable to warrant a second week except in extraordinary circumstances." The 40% average was considerably enhanced by the results in Texas where 3-D Dallas was reported 60% better than 2-D Mouston.

"In the light of these experiments," said Metro sales chief Charles Reagan, "we strongly urge thearters to play "Kiss Me Kate" in 3-D. We are furnishing prints in tender on page 16)

New COMPO Drive Against 20% Tax **Woos Treasury, Not Just Congress**

Robert Louis Stevenson Characters in Sequels

Hollywood, Nov. 3. New indie company, Treasure Island Productions, has been organized here to make a series of films based on characters in Robert Louis Stevenson's "Treasure Island." Organizers are Joseph Kaufman, Byron Haskin, Martin Rackin and Robert Newton.

Starter will be "The Adventures of Long John Silver," with Kaufman producing, Haskin directing, Rackin scripting and Newton star-

'SUSPENSE' IS FOOTBALL TV **PAYOFF**

The third theatre telecast of a Notre Dame football game last Saturday (31), in which the Irish defeated Navy 38-7, revealed a familiar show biz b.o. pattern—if you've got the attraction, you can draw the customers. ND's conceded superiority somewhat dampened the interest in the gridcast resulting in a fairish \$10,000 gross in 10 theatres in eight cities as contrasted to the \$15,000 draw for ND-Georgia Tech fray the week before in eight theatres. The ND-Tech contest was the outstanding game in the nation, both teams being undefeated at the time.

Despite the attendance drop,

being undefeated at the time,
Despite the attendance drop,
with theatres registering half to
three-quarters of capacity, exhib
interest in the weekly theatre gridcasts continues to mount since
business generally was superior to
the usual Saturday afternoon take.
For this Saturday's (7) ND-Pennsyivania two more houses in two additional cities are joining the lineup.
The Loew's circuit, which has been
generally wary of theatre TV, has
pacted for Loew's State in Boston.
Another new entry is the New
Theatre, a 740-seat house in Elizabeth, N.J.

The New is the first house to

beth, N.J.

The New is the first house to take advantage of the offer of Box Office Television, Inc., promoters of the weekly grideos, to install portable equipment on a rental basis. It'll be a temporary installation on a trial basis. The Stanley Theatre in Philadelphia, which joined the hookup last week, will carry the ND-Penn game although (Continued on page 56)

(Continued on page 56)

Europe to N. Y. Sidney Bernstein Alfred Black Della Casa Mildred Dilling Peter Dimmock Dick Henry Ilona Kabos Dick Pack Martin Poll Martin Poll
Renzo Rufini
Henry Sherek
John van Druten
Tennessee Williams
E. R. Zorgniatti

N. Y. to Europe

Mrs. J. T. Abeles Frank (Bunny) Allen Leslie Caron Charles David Deanna Durbin Deanna Durbin
Jack Goodlatte
Mrs. Joseph S. Hummel
Robert Q. Lewis
Alicia Markova
Patricia Medina
Neva Patterson
Lois Wilson
Robert Wilson

N. Y. to L. A.

N. Y. to Jerry Devine Ben Henry Reub Kaufman Paul Kohner David A. Llpton Ed Muhl John Patrick George Rosen Nancy Walker

Reversing the procedure fol-lowed in the Council of Motton Picture Organization's last battle for climination of the 20°7 Feel-eral admissions tax, next COMPOL try will concentrate on the Serve-tary of the Treasury before hims up Congressional support.

tary of the Treasury before lining up Congressional support.

It's learned, too, that there will be a significant switch in stratery in that the industry will propose that the industry will propose that the tax be eliminated or cut only on admissions below a certain level. Reasoning is it will be difficult to sell all of exhibition as a hardship case and that it's more realistic to seek relief primarity for the little fellow who's found himself in the bo, dumps.

Just what the top should be on tickets for which the battle for tax reduction will be fought hasn't been decided yet and is subject to further powwows. It's felt that the government may have its own opinions on the matter. Meanwhile, there have already been some preliminary soundings in Washington to determine the extent to support tax concessions to the theatres.

Fight for elimination of the admissions law agriefly the read-

aires.
Fight for elimination of the admissions levy earlier this year won the Congress but foundered on Treasury opposition which eventually translated itself into a President of the Congress of the Congres dential veto. President Eisenhower promised that tax relief for thea-tres would be considered in 1954, the assumption being that he had (Continued on page 22)

'Equipment' Big **Question at TOA**

Chicago, Nov. 3.
This year's convention of the Theatre Owners of America is preoccupied as seldom in the past with
"equipment." There are 144 exhibits on display. While the sales motivations of manufacturers are obvious and constant, what is significant this year is the number of
circuit and exhibitor officials who
have come to TOA with their engineers in fow so that they may have
the benefit of technical counsel.
Actually the Theatre Equipment
& Supply Assn. is holding its
own convention concurrently—but
strictly with an eye to romancing
the film convention.

It may be added that this year's
convention of TOA is strictly "serious" and the large registration it
in no way "social."

All theatremen here—those buying new gear, and those waiting—
all join in the one query—"Where's
the film product coming from and
at what prices?"

L. A. to N. Y.
Lauren Bacall
Claire Barry
Robert Bray
Corinne Calvet
Ilka Chase
Ted Cott
Joan Davis
Helen Deutsch Joen Davis Joe DiMaggio Frank M. Folsoni Ruth Ford Matty Fox Al Goodman Freeman Gosden Matty Fox
Al Goodman
Freeman Gosden
Lew Grade
Stewart Granger
Raymond Greenleaf
George Greif
Huntz Hall
Groucho Marx
Marilyn Maxwell
Victor McLaglen
Ann Miller
Michael O'Shea
Tony Owen
George Pal
Harold Peary
Ben Peskay
Vincent Price
Thelma Ritter
Manie Sacks
David Sarnoff
Robert Sarnoff
Zachary Scott
Frank Sinatra
Lou Smith
Dennis Stock Dennis Stock Jules Styne
Franchot Tone
Robert Wagner
Pat Weaver
Helen Winston
Frank Worth

BREAKS FOR 'EDUCATIONAL' FILMS

What Price Perfection?

 $I_{\rm S}$ the film industry setting its standards unnecessarily high in developing new systems of screen presentation?

Some showmen are inclined to think that this is the case; that there is a tendency to seek perfection beyond the point where the audience either knows or cares, and that this worrying about refinements, at least during a period of novelty appeal, is more costly than it is profitable.

Engineers disagree, pointing out that only by continuously working on improvements can the industry hope to make its many innovations pay off in terms of better product and wider interest and appeal.

Exhibs aren't saying that research shouldn't be pushed ahead. Point they are making is that Hollywood, excited by its sud-denly expanded horizons, has a tendency to overlook the thea-tres' economic pinch and to brush aside complaints about expenditures required at the exhib level with the argument that it'il come back via a revived b.o.

Theatre operators aren't going along with the contention that widescreen pix without stereophonic sound can't compare with non-stereophonic widescreen. They dispute that a slight increase in the degree of screen reflectivity warrants raising the price for the "better" screens by anywhere from 70c to \$1.60 per square foot. Some cite the instance of Cinerama which is rolling along successfully despite some obvious deficiencies such as noor matchlines. as poor matchlines.

The companies, and particularly 20th-Fox, maintain they've learned a bitter lesson from the rise and fall of 3-D which, it's claimed, was killed off in part via sloppy projection at the theatres. In the case of 20th, the company says it insists on the highest standards of presentation of CinemaScope in order to safeguard its establishment.

Some exhibs see a degree of contradiction in 20th's attitude. On one hand, they say, it is very finnicky about screens, having approved only the two in which it has an interest, while on the other it tolerates in those same screens the existence of seams which show up in brightly lit scenes and which are far less noticeable with some other screen makes.

Tendency to wonder whether perfection is necessarily a b.o. factor isn't unique among exhibs. Producers, too, have of late given the subject some thought, with the impression gaining that vast amounts of money could be saved by cutting out the endless and time-consuming takes required to get a scene absolutely perfect. absolutely perfect.

"Whenever they come up with something new in Hollywood, we are the ones who in the end have to pay for it." one N.Y. exhib complained to Vaneety, He emphasized that his quarrel is not with attempts to improve existing inadequacies but rather with the type of refinements which may please the engineers and scientists but make no appreciable difference to the average retent.

Television a Bust for Film Talent; Long Contract List Okay With U

Television, as a talent feeder for Hollywood, has proved a great dis-appointment, Edward Muhl, Uni-

Hollywood, has proved a great disappointment, Edward Muhl, Universal production v.p., said in N. Y. Monday (2). He added that U. with 55 to 60 contract players on its roster, was continuing its talent training program despite the high cost. "Even if it yields no more than a couple of big names—like Tony Curtis and Jeff Chandler — it's worth the trouble and expense," he commented.

Meeting the press along with Alfred E. Daff, U's exec v.p., Muhl was something less than enthusiastic when discussing Cinema-Scope for which U has contracted on one or two pix, "We're ready for it when we want it," he said, adding that while several properties skedded for production would lend themselves to Cinema-Scope, no final decision had been made which film would get the 2.55 to 1 tr. atment. U is currently lensing all of its pix at 2: 1 ratio to permit projection anywhere up to that slze.

Muhl acknowledged that therewere technical problems left in Cinema-Scope, even though he ob-

Muhl acknowledged that therewere technical problems left in CrnemaScope, even though he observed that there had been a definite improvement in the quality of the CinemaScope films that followed "The Robe." He also expressed doubts as to the application of CinemaScope in the field of intimate screen dramatics.

U has experimented with horizontal cameras, he said, and found that there is an advantage in lensing with it for a 2: 1 ratio. He

ing with it for a 2: 1 ratio. He didn't think that application of such a system would be unduly expensive.

Seek Flexibility

Seek Flexibility
Far from settling down on any
one process, U is determined to
keep itself as flexible as possible
(Continued on page 18)

LESSING BACK IN ACADEMY

He and Engel Pals Fortnight After Name Calling

Hollywood, Nov. 3.

Peace reigns again in the Academy of Motion Picture Arts and Sciences with the return of Gunther R. Lessing, who withdrew his recent resignation. Board chairman of the Society of Independent Motion Picture Producers had resigned because he thought the Academy's board was "loaded" with major studio representatives. with major studio representatives.

Samuel G. Engel, chairman of the Academy membership commit-tee announced that they had reached an understanding and re-sumed their old friendship.

Say Jersey Journal Nix Of 'Moon Is Blue' Copy Was Sight Unseen Act

Jersey Journal, Jersey City daily, refused to run a 600-line reader ad for "The Moon Is Blue," controversial indic pic which has been banned by J. C.'s City Commissioner and is now the target of a court fight in that city.

Paper rejected the insertion without reading the ad copy, according to sources connected with the film. The daily based its thumbs-downing on the "controversial" nature of the film.

thumbs-downing on the "controver-sial" nature of the film.

Ad, signed by Otto Preminger, producer-director of "Moon." and F. Hugh Herbert, who did the script, underlined that the pic had been shown in numerous localities with "acceptance,"

VALUED OVERSEAS

"Educational" tag on Hollywood "Educational" tag on Hollywood pix may be poison at the American boxoffice, but it pays dividends when it comes to the foreign mar-ket. At least 10 countries abroad at this point grant special conces-sions to films they consider to be of special value. Arrangement originally was meant only for shorts, but now applies to selected features as well. Certain number of U. S. pix are

Certain number of U.S. pix are picked by each of these markets every year and given the tayored treatment. Choices don't always Jibe with the American conception of what the American conception of what might be called "celucational" but the American distribs are hardly in a position to complain since the procedure saves them a hunk of coin.

them a hunk of coin.

Concessions Tange all the way from a waiver of taxes to extra import permits. Chile honors educational ratings by doing away with the anusement tax and supposedly also with customs duties although there's been a hitch on that latter point. Egypt refunds customs duties, in Finland, where admissions taxes run to 45%, they're reduced to 40% and 35% for favored American pix.

Among the productions rated for the 35% category have been "Wat

5% category have been (Continued on page 18)

RKO THEATRES SLAPS BACK

Named last June as a defendant in a \$14,382,000 antitrust suit by Skouras Theatres In N. Y., IRKO Theatres returned the compliment this week by filing a \$41,250,000 treble damage action against the Skouras Interests.

Suit, filed in the U. S. District Court for the Southern District of N. Y., named not only the Skouras chain, but also 20th-Fox and Spyros and George Skouras, Original Skouras Theatres complaint named all of the distribs with the excep-

all of the distribs with the excep-tion of 20th.

RKO Theatres action not only asks that the complaint against it be dismissed, but also for a perma-nent injunction "enjoining plaintiffs from attempting to monopolize and combining and conspiring to monopolize exhibition in New York."

Suit cites various instances, dat-ing back to 1932, when the Skouras ing back to 1932, when the Skouras interests acted in violation of the Sherman Act. Mentioned among others is an alleged agreement between the Skouras circuit and 20th which in effect excluded exhibs from showing 20th pix in the N. Y. metropolitan area other than at the terms dictated by Skouras Theatres and the Skouras brothers.

It's further charged that, on various occasions, RKO was forced into a pooling arrangement with

various occasions, RKO was forced into a pooling arrangement with the Skouras chain and that in 1940, RKO had to surrender 35% of its interest in six Bronx, N. Y. houses in order to get pix from 20th. In addition, 20th is charged with moving up secondary Skouras houses to firstrun position to compete with RKO firstruns.

Cross-complaint was filed for RKO Theatres by the lawfirm of O'Brien, Driscoll & Raftery, Skouras circuit's June action asked damages on behalf of three New York Skouras situations.

POISON HERE, TAG Rochemont Brings Own Story Idea, Will Make Cinerama's 2d Show; Cooper's Future Not Decided

'Hur' Reprises?

Hollywood, Nov. 3. Dore Schary Is multing the idea of calling on members of the original cast of Metro's the original cast of Metro's "Ben Hur" for roles in the new veision. Three stars of the silent picture, released in 1926, are still around town. They are Ramon Navarro, Francis X. Bushman and May Me Avoy Other players include Katts.

Other players include Kath-leen Kay, Carmel Myers, Mit-chell Lewis, Betty Bronson; Claire McDowell and Nigel de

ZUKOR'S BIOG **AS PARAMOUNT** MUSICAL?

Adolph Zakor's autobiography.

Detroit has won a libel suit against the Professional Screen Guild, Inc. Circuit Judge Robert M. Tours approved a token six-cent judge

Said the judge: "The good rec ord and name of BBB are invulner able to attack by sharpshooters. The BBB is firmly entrenched in the confidence of the public

The suit grew out of BBB action in condemning the Guild for tion in condemning the Guild for charging a \$35 fee to publish pic-tures in a book supposedly sent through theatrical channels. Lead June, the Guild and its former be-froit branch manager were con-vited by Recorder's Judge Mattha W. Griffiths of obtaining money un-der felso meteroses. der false pretenses.

der false pretenses.

The Guild's general manager.
John Lloyd Taylor, of L.A. was
convicted of criminal contempt on
Sept 25 by Federal Judge Thomas
P. Thornton and is awaiting sentence. Taylor had charged in a
motion aimed at avoiding testimotybefore a Federal Grand Jury that
the BBB, not the Government was
the prime mover in the grand jury
convestigation of Guild practices.

'Beware European Deals'-Melford

Hollywood, Nov. 3.

All is not sunshine and profits for Hollywood's indic producers who make pictures abroad, take it from Frank Melford who returned from a three-month survey of film conditions over there. European actors and craftsmen are pald less than in Hollywood, he said, but they are less efficient and take longer to make a picture, thereby increasing the cost of production. Few indies who have made pictures on their own in Europe, he added, have collected any substantial profits, and split deals with foreign producers are highly hazardous.

Laurs de Rochemont, who closed Lams de Rochemont, who closed a Jeal with the Stanley Warner Corp Tlursday (29) to make a picture in the Cinerama process, will receive a flat payment for the picture. No percentage arrangements involved in the agreement. While both SW and de Rochemont officials declined to reveal the amount of Zeon involved, it's thought to exceed \$1,000,000.

amount of -/com involved, il's thought to excéed \$1,000,000. De Rochemont won out over Mertan C Couper for the task of making Cimerama's second picture when the latter acd SW could not tach a satisfactory agreement on the timetable for the film. SW exces were desirous of having a follow up pic completed within six months, a schedule which Cooper, as production, which turned over productions, which turned over productions, which turned over productions and exhibition ariths of Cimerama to SW, has assubble considerable aerial footage for a film to be known as "Seven Wonders of the World." Cooper is said to have stated that the ground shooting for integration into a completed film would take more than say months because of the global aspert of the operation.

Own Story Idea

The de Rochemont film, to be

Adolph Zokor's autobiography.

"The Public Is Never Wrong" currently enjoying a wide sale, is under consideration for filming as a musical at Paramount.

In case the deal jells, a prominent actor will play the Zukor role and stars of bygone years will be portrayed on the serven in addition, personalities named in the book, such as Mary Pickford, Gloria Swanson, Mack Sennett, Douglas Fairbanks, Jr.; Bing Croby, Bob Hope and others, may be asked to appear.

Detroit Better Business

Bureau Wins Libel (6c)

Against Film Chiselers

Detroit has won a libel suit against

WB Pitch to Seal **Antitrust Reply**

Hollywood, Nov. 3.
To prevent the leakage of "trade secrets and other confidential information," Warner Brothers and Itias. Inc. obtained permission from Federal Judge Ben Harrison from Federal Judge Ben Harrison to seal their answers as defendants in the Government's anti-trust suit concerning the availability of Homolom, other defendants have filed answers without requesting secrecy. They are Republic, Columbia, RKO, 20th-Fox, Universal, United Worlds Films, Pictorial Films and Sereen Geins.

Astor Improvises Double Feature Policy; Vamping Till Ready on 'Sheba'

To bolster Metro's "Main Street to Broadway," which has registered a disappointing \$26,000 in three weeks, almost a new low for the house. Astor Theatre on Broadway operated on a dual bill policy last

week
Actually, second feature, Allied
Artists' "Jennifer" was billed as a
"preview," but played the house
the whole week until Astor sufficiently ballied its next attraction,
Queen of Sheba" 'Indic', opening
today (Wed.). Double feature policy is a departure for the house
Broadway showcase can gross \$30,000 weekly with capacity business.

Rob Roy (BRITISH-COLOR)

Walt Disney swashbuckler lives up to honor of being Command Performance film of this year; potential smash in world market.

I.ondon. Oct. 27.

RKII Radio telease of Walt Disney prosortion. Stats Richard Todd. Glynis
bins, leatures James Robertson Justice,
incered by Harold French. Screenplay,
awtrace E walkin; camera, Guy Greenslitot. Geoffrey Foot, music, Cedrehope Davie, At Odeon, Leicester
quare, London, Oct. 26, "53, Running
me, Bl MINS.

ITI Georgie Georgies Keen MacGregor Archie Duncan MacGregor Russel Fielding George 1 Georgie 1 G

When Walt Disney acquired a credit balance of iced sterling in Britain, he went into live-action feature production in a big way with a run of boxoffice hits. Now, his endeavors have been crowned by the selection of "Rob Roy" as the film of this year's Royal Command performance. This is not only a fitting tribute but a potential boxoffice smash on either side of the Atlantic. It is a lively swashbuckling meiler adroity geared for substantial grosses.

Lest there be any misunderstanding, the synopsis explicity states that the film is not based on the Sir Walter Scott novel, but is founded entirely on history and legend.

Basically, its appeal is directed.

states that the film is not based on the Sir Walter Scott novel, but is founded entirely on history and legend.

Basically, its appeal is directed to adolescents of all ages. It is a hearty and boisterous adventure yarn with lively action, colorful backgrounds and a dash of intriguing romance. There is, admittedly, historical basis but there is no pretense to following the book rigidly. On the contrary, history has been conveniently romanticized to provide a boisterous and rollicking epic of the revolt of the Scottish clans against the English monarchy. Central character in this costume piece is played by Richard Todd, who takes the part of the adventurous Rob Roy MacGregor with a surprise virility. It is he who leads the clan against the red-coats, who is responsible for a siege of the King's fort, and who eventually secures an annesty for all the MacGregors when hecomes to the court of the German-speaking King George.

There is a wealth of drama and action in the development Harold French's able direction has extracted the full meat of the original screenplay by Lawrence E. Watkin. The battle scenes have a vividness of their own and the stanp of realism is appreciated when it is known that Highland forces were loaned for these scenes. The misty highlands have been effectively photographed and have an authoritative and genuine look.

Wille Todd has the stellar role which he confidently grips, there

have an authoritative and genuing look.

While Todd has the stellar role which he confidently grips, there is a fine allround standard. Glynis Johns, as the innkeeper's daughter, admirably provides the romance with a performance of honest sincerity. At the head of the name feature cast, James Robertson Justice stands out with his warm portrayal of the one-time secretary of state who brings Rob Roy to the King's court.

There is also a fine piece by Eric Pohlimann as the German-speaking King, and a charming cameo by Ina de la Haye, the Countess van-Pahlen, who acts as his interpreter. These two characters provide a surprise touch of realism.

Lt. Polly Davis Joan-	
Capt Bill Eaton Forrest T	ucker
Capt Mike Barnes Arthur	
I.t Ann Phillips Jeff D	onnel.
Pfc Marvin Judd Ben (coper
Sgt Frank Swan James I	oide!
Lt Kil Ramsey , Kristine	Miller
Capt Martha Ackerman Maria F	
Lt Tommy Metcalf Richard Sin	nmon
Flight Engineer James	Brown
Sgt Jimmy Case	

hibitors. Studio has worked out an extensive promotion tie-up with the U.S. Air Force to plug the entry and this may help the wicket in some locations. But the film itself is an overlong excursion into contrived sentimentality and hardly rates above an average programmer.

inself is an overlong excursion into contrived sentimentality and hardly rates above an average programmer.

This time Rep's writing mili has ground out a saga of one of the USAF's uniformed femmes who administered to the wounded on the Korean battlefront. Such a basic theme has fine dramatic possibilities but the Alan LeMay screenplay curiously ignores them.

Instead, the script emerges as a maudlin tale of nurse Joan Leslie who's frantically in love with helicopter pilot Arthur Frañz? Romance has its ups and downs before she finally forgets her infatuation in favor of loyalty to her service career. Stock treatment also brings in Forrest Tucker as a C-47 pilot on the make, plus the usual bevy of Air Force nurses.

Of questionable taste are several sequences where atrocities of Chinese and North Korean Communists against United Nations troops are unreeled. The American public as well as most other peoples of the free world are already well acquainted with the inhuman practices of the Reds and an entertainment motion picture is scarcely a forum to refresh one's memory on gruesome war crimes.

Willowy Miss Leslie does as best she can to make the title role a believable one but falls short of the goal. Tucker's portrayal of a pilot who evacuates war wounded borders on the mechanical. Franz is fair as Miss Leslie's temporary vis-a-vis while Jeff Donnell and Kristine Miller are nicely stacked as nurses. Supporting players are adequate.

Allan Dwan's direction in this Herbert J. Yates presentation appears to be so hampered by the rambling script that his guidance never welds the film into a cohesive unit. Editing of Fred Allen could have been tighter by at least 10 or 12 minutes. Victor Young's music is creditable as are camerawork of Reggie Lanning and special effects of Howard and Theodore Lydecker. Two public domain tunes as well as Edith A. Aynes "The Nurses Prayer" are inserted in the footage.

Lant of the Pony Riders

Last of the Pony Riders (SONGS)

Last of the Gene Autry oaters from Columbia. Routine giddyap fare for the programmer market.

Hollywood, Oct. 30.

Columbia release of Armand Schaefer production. Stars Gene Autry, Champion tequine: features Smiles Burnette, Kathleen Case, Dick Jones, John Downey, Huward Wight, Arthur Space, Gregg Barton Directed Officers Archainbaud, Camera, William Bradford; editor, James Sweeney, Previewed Oct. 28, '33, Running time, 54 MINS.

ming time, se mins.
Gene Autry Gene Autry
Smiley Burnette Smiley Burnette
Katie McEwen Kathleen Case
Johnny Blair Dick Jones
Tom McEwen John Downey
Clyde Vesey Howard Wright
ess Hogan Arthur Space
Dutch Murdoch Gregg Barton
Yank Buzz Henry
Cliff Patrick Harry Mackin
Bindlestiff Harry Hines

Gene Autry sings his swan song. Godfrey should excuse the expression, on Columbia releasing deal with "Last of the Pony Riders." It is a regulation oater for a giddyap market that has dwindled sharply under the impact of television.

name feature cast, sames tomether that as defined to several and the stands out with his secretary of state who brings Rob several of the sev

VARIETY and Burnette in the regulation

and Bulletta action.
Armand Schaefer produced, giv-ing the film okay outdoor values for the budget. Lensing and other technical assists also rate an okay. Brog.

The Intruder (BRITISH)

Humorous British postwar story about personnel of tank regiment; lacks American-known names to do strongly in the U.S.

London, Oct. 20. British Lion velease of Ivan Foxwell production. Stars Jack Hawkins. George Cale. Dennis Price. Michael Medwin. Directed by Guy Harritton. Screenplay. Robin Maugham. Jonn Hunter from novel. "Line on Ginger." by Robin Maugham additional scenes by Anthony Squire: camera. Ted Scalfe. editor. Alan Osbiston. music, Francis Chagrin. At Empire. London, Oct. 19, 33. Running time. 84 Mil85.

time, 84 MiNS.

Wolf Merton Jack Hawkins
Tim Ross Hugh Williams
Ginger Edwards Michael Medwin
John Summers George Cole
Leonard Pirry Dennis Price
Donald Cope Duncan Lamont
Bertram Slake Arthur Howard
Astley
George Baker
Ant Pirtherstonbauch Nicholas Phipps Bertram Slake
Astley
Adjutant
Capt. Fetherstonhaugh
Tank Driver
School Master
Dora Bee
June Maple
General
Inspector Williams
Walter Lowden
E
Tina Marc Sheldon
George Baker
Michola Baker
Michola Bhips
Syday Inton
Richard Watts
Gene Anderson
David Horne
Patrick Barr
Edward Chapman
Susan Shaw

"The Intruder." Ivan Foxwell's latest production, makes satisfying entertainment and should do here and elsewhere it may find the going tough in the U.S. because lacking names. Written and directed with a wealth of humor, sentiment and melodrama, it combines the essential ingredients for boxoffice success.

The underlying theme is one to be taken seriously but the frothy treatment keeps the subject matter mainly in lighter vein. The film poses and attempts to answer the question: what turns a wartime hero into a postwar thief? As the yarn opens. Jack Hawkins, a former colonel of the Tank regiment, returns to his home to find that a burglar has broken in. The intruder, Michael Medwin, turns out to be a former member of his regiment. Through a misunderstanding, the thief believes that Hawkins has telephoned for the police and makes a dash for it over the garden wali. From there on, Hawkins is involved in a country-wide search, containing other members of the old regiment in the hopes of their leading him on the right track.

As each former soldier is contacted, the film switches into a nostalgic flashback. There is the rich comedy scene of George Cole's first night in the officers' mess, with Nicholas Phipps doing some magnificent scene-stealing; there is a reminder, too, of Medwin's own heroism in saving the unit while under heavy fire, and that the suave Dennis Price, for all his peace-time arrogance, a cowardiy capitain in action, and finally a highly diverting incident when Arthur Howard. a peace-time schoolmaster, is caught by the goneral while showing Dora Bryan the inside of a tank.

While the story unfolds, the film gradually explains what happened to Medwin. On the day of his discharge from the army he found his girl friend with another man, his kid brother gets killed and hestrikes his uncle a fatal blow. The charge for manslaughter is followed by a 10-vear sentence.

The film is based on a novel by Robin Maugham who collaborates with John Hunter on the screenplay. They've done a first-class job. Guy Ha

love story.

In Hungery, two ceremonies were necessary to legalize a marriage—one civil and the other, the church. This angle has been used to build up a typical light musical comedy plot, with several love affairs involved.

Pic is loaded with hilarious comedy. Fritz Imhoff, Richard Romanowsky and Adrienne Gessner are the top laughgetters.

Musical score by Anton Profes is only so-so. Marischka's direction is high quality while Camera work is good.

The Nebraskan (3-D—COLOR)

Routine western okay as programmer but 3-D treatment may cut into bookings.

ming time, 46 MINS.
Wade Harper
Wade Harper
Roberta Havnes
McBride
Wallace Ford
Acc Eliot
Richard Webb
Reno
Lee Van Cleef
Wingfoot
Maurice Jara
Colonel Markham
Regles Toomey
Spotted Bear
Jay Silverheels
Yellow Knit
Dennis Weaver
Sergeant Phillips
Boyd "Red" Morgan

attack.

Others involved in the proceedings, besides the scout and his aide, portrayed, respectively, by Phil Carey and Maurice Jara, include Roberta Haynes as the romantic interest and Lee Van Cleef as a murderer and army deserter. Carey, Jara and Miss Haynes all turn in adequate performances, while Van Cleef appeared to be carboning Richard Widmark's portravai in "Kiss of Death."

Wallace Ford, as a likeable, whiskered ex-soldier and Richard Webb as a snivelling gambler also meet pic's requirements. Regis Toomey has a minute role as an army colonel. Wallace MacDonald obviously got the film out on a small production budget. Fred F. Sears' direction is standard. Jess.

Paris Model

Main theme is making fun of the old Austro-Hungarian general staff. Interwoven is a humorous budget restrictions play some havour the control of the control an this case, evident time and budget restrictions play some havoc with the basically good story idea, but there are several exploitable factors which should see the pic through.

through.
"Model" was independently produced for Columbia release by Albert Zugsmith under his American Pictures Corp. banner. He's given it showmanly supervision right down the line, the only weak spots being a certain cheap look along with some blah dialogue, Some of the topliners deserve better treatment.
With Robert Smith serioting

Some of the topliners deserve better treatment.

With Robert Smith scripting from his own original, "Nude at Midnight" (that's the Paris gown) is followed through four sequences, the first taking place in Pars where it's purchased by a ravishing demi-mondaine who wants it for her date that evening with a young and very rich rajah. The whole thing is such an obvious take-off on Zsa Zsa Gabor that it's not at all surprising to see her sister, Eva Gabor, toplining, with her brother-in-law. Tom Conway as the vis-a-vis.

Although against the law, dress

as the vis-a-vis.

Aithough against the law, dress is copied for sale in the U.S., where it's first bought by Paullette Goddard, a shapely secretary with designs on the married lawyer-boss, Leif Erickson. When wife appears on the scene in same get-up, Miss Goddard gets the brush-off.

Third sequence has Marilyo

Wade Harper Phil Carey Paris Meride MeBride Roberta Have MeBride Roberta Have MeBride Roberta Have MeBride Roberta Have MeBride Roberta Roberta Have Mebride Roberta Lee Van Cleck Roberta Maurice Jara Colonel Markham Regist Tooney Spotted Bear Jay Silverbeek Peliow Ruiti Dennis Weaver Sergeant Phillips Boyd "Red" Morsan As a 2-D'er in Technicolor, "The Nebraskan" would have served as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek bookings or as as okay fodder in the lower-rung slot on midweek the sergeant Phillips and to be the real rein-holder and gives the job to firm's bookkeeper. In final episode, majority of action takes place at Romanoff's where a marriage proposal from Roberta Hutton, her long-time b.f.

The Misses Maxwell using her hubby Robert Hutton, her long-time bid. The marriage proposal from Roberta Hutton, her long-time bid. The Misses Maxwell using her hubby Robert Hutton, her long-time bid was well to be the real rein-holder and gives the job to firm's bookkeeper. In final episode, majority of action takes place at Romanoff's where a marriage proposal fro

Belle Mentalite (Wonderful Mentality) (FRENCH)

Paris, Oct. 20,
Columbia release of Bertho Film production, Stars Jean Richard, Directed by Bertomicu, Screenplay, Roger Pierre, Jean-Marc-Thibault; camera, Georges Milhon; editor, Louisette Hauteco-cur. At Monte-Carlo, Paris, Running time, 96 MiNS.

Honore Jean Richard
Maltre Jean Martinelli
Solange Michele, Philipe
Girl Genieve Arrune
Freddo Roger-Pierre
Reporter Jean-Marc Thibault

A pleasant, light comedy vehicle for promising young comedy star Jean Richard, this looks like a re-verse "Ruggles of Red Gap," with

SIZE-TO-MATCH-MOOD SCREENING

'Robe' Paced Oct. Boxoffice Winners; Top 3 Releases Grossed \$6,500,000

As was predicted would be the case, widescreen pletures loomed large in the boxoffice spottight last month. Reports from VARIETY correspondents in some 25 key cities were dominated by "The Robe" (20th), first pic in CinemaScope, Still in fourth spot is "Cinerama," daddy of them all in the 3-D field.

daddy of them all in the 3-D field.

Some idea of not only the huge total racked up by "Robe" but by the other big leaders is shown by the fact that the top three biggest films at the boxoffice last month grossed nearly \$6,500,000, or about \$2,500,000 ahead of September, which had the advantage several days of extra playing time.

days of extra playing time.

"Robe." October champ, besides establishing new records in numerous cities opening week, is holding up strongly. Some exhibs feared that once the novelty of CinemaScope had worn off, the boxoffice might slip in subsequent weeks. The contrary was true in most cities. weeks. The

most cities.

"Here to Eternity" (Col), which was No. 1 in September, finished a big second, despite the upsurge by "Robe." Pie is now mostly on extended-run or holdover, with only a few scattered additional preems last month.

"Mogambo" (M-G), although out in release only three weeks

last month.

"Mogambo" (M-G), although out in release only three weeks, pushed up to cop third position. "Cinerama," aided by only one new launching (Philly) last month, copped fourth place as compared with third the previous month.

"Little Boy Lost" (Par) wound up a very strong fifth despite not having many new playdates to help in the final week of October. "Blowing Wild" (WB), just getting around the final two weeks of the month, is taking sixth money.

"Martin Luther" (Indie), displayed marked strength on a limited number of playdates, captured seventh spot. "Moon Is Blue" (UA), fourth in September and higher in monthly ratings previously, still is in the chips with eighth place, despite, or perhaps partiy because of, the censorship hullabaloo. "Lion in Streets" (WB) is winding up ninth, failing to generate pull previously associated with a James Cagney starrer.

"All-American" (U). obviously cashing in on the gridiron season, (Continued on page 20)

"All-American" (U), obvious; cashing in on the gridiron season (Continued on page 20)

ITALOS NSH IN CHILE

Italian Film Festival Turns Out To Be Pretty So-What

Santiago, Chile, Oct. 28.

Much-ballyhooed "Festival" honoring the Italian motion picture industry fell rather flat here last week when the promised Italian personalities, including Silvano Mangano and Vittorio de Sica, failed to show up. No explanations were offered for fizzle of promotion jointly arranged by the Italian Embassy in Chile and the exchange headed by Armando Band.

The "Festival" simmered down. The "Festival" simmered down

The "Festival" simmered down to three days of Italian features at the Continental Theatre. They were, respectively, "Other Times," "City On Trial" and "The Overthatcoat," Shorts supplemented. And that was that, Whole thing was shrugged off.

Better In The Argentine
Buenos Aires, Oct. 27.
The Italian Film Week, organized by Unitalia, the combined Italian distribution setup here, proved a real success and attracted plenty of attention. All seven exhibitions at the Gran Rex were sold out in advance, the admission scale working at around \$3 per.

Contrary to expectations the local film colony may have been present individually, but did not make its presence felt at the theatre. Only minor government officials attended as top members of the cabinet were nearly all out-oftown or accompanying President Peron on his trip to Paraguay, Highlight of the week was the presence of Vittorio de Sicca.

October's Top 12

- UCLODER'S 10P 12

 1. "The Robe" (20(h);
 2. "Eternity" (Col);

 3. "Mogambo" (M-G);

 4. "Cinerama" (Indie);

 5. "Little Boy Lost" (Par);

 6. "Blowing Wild" (WB);

 7. "Martin Luther" (Indie);

 8. "Moon Is Blue" (UA);

 9. "Lion In Streets" (WB);

 10. "All-American" (U);

 11. "Roman Holiday" (Par);

 12. "Big Heat" (Col);

National Screen Service Terms 'Ridiculous' The Charges of Allied

Charge by an Allied States Assn. unit that National Screen Service was cancelling their service con-tracts in order to hike prices on new pacts was vehemently denied Monday (2) by the accessory out-fit

new pacts was venements, and monday (2) by the accessory outfit.

Terming the accusation "ridiculous," William B. Brenner, v.p. in charge of operations, said: "I wouldn't dignify it by a comment," Allied of lowa, Nebraska and Mid-Central says NSS is using the cancellations to hike prices "rather than as stated" to clear itself with the Dept. of Justice and the U. S. courts. NSS has been cited by the D. of J. for violations of the anti-trust act. Brenner declared that company was only complying with a Government order and was cancelling pacts to remove the self-renewal clauses. He said that new contracts only called for a charge of \$1 more per week,

DEFUNCT EAGLE LION SUES NAT'L SCREEN

Chesapeake Industries and Eagle Lion Classics, the latter no longer in business although still on Chesapeake's books as a wholly-owned subsidiary, have filed an an-titrust suit against National Screen

Chesapeake's books as a whollyowned subsidiary, have filed an antitrust suit against National Screen
Service for alleged violations of
the antitrust laws.

Complaint states that NSS, in
operating its trailers' and accessories business, demanded more
favorable terms from Eagle Lion
than from other distributors. It's
further stated that Eagle, at the
time it engaged in pic distribution,
was forced to enter NSS agreements because NSS was an alleged
monopoly.

Plaintiffs ask that damages be
determined by the N. Y. Federal
Court, where the suit was instituted.

be given his active attention quite
soon.

"There are a few differences between TOA and Allied but effort
oc clear these up—to throw calming waters upon them—will be
made and I think successfully."

At Tuesday's open board meettion" and said he feels much will
be done in next year with Reade as
TOA prez. "The position of all exflower TOA and Allied but effort
oc lear these up—to throw calming waters upon them—will be
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At Tuesday's open board meettion" and said he feels much will
be done in next year with Reade as
TOA prez. "Chome the successfully."

VARI-DIMENSION SYSTEMS NEXT?

A pragmatic solution to the problem of "screen size" is being demonstrated currently at the Bijou, N. Y., where the British import, "Gilbert and Sullivan" is playing, Screen can be expanded or contracted while the picture is in progress by means of mobile black masking borders. This technique goes by the name of Mobilia. It is a suggestion of City Investing Co. 'prexy Robert W. Dowling and was engineered by Michel Picot and Emile Lopert.

The Bijou example is not with-

and was engineered by Michel Picot and Emile Lopert.

The Bijou example is not without kinship to a variety of methods now being developed and perfected. Metro studio technicians have developed a system which has been dubbed Variscope. Technique provides for adjustment of the projection lens by boothmen who set the aspect ratio before a particular pleture is shown. The Metro development provides a range of aspect ratio projection from 1.37 to 1 to the panoramic 2.66 to 1.

Schlanger's Patents

Ben Schlanger, veteran theatre architect, has patents pending on a system which, with the exception of an additional "a," is similarly named as the Metro device. He calls it Variascope and describes (Continued on page 56)

Revive Idea Of Single Exhib Body, Sez Walter Reade

Chicago, Nov. 3.
Newly-elected TOA president
Walter Reade Jr. privately declared
merger of TOA and Allied is comlng in not too distant future. No
steps will be taken toward that end
at current Chicago conclave but
Reade made it clear matter will
be given his active attention quite
soon.

With 10 Productions in C'Scope 20th Holds Edge Well Into '54; **Broadway Showcases All Equipped**

Wants to Know

Wants to Know

Detroit Nov 3

In a letter to Helen Bower,
Free Press filin critie, a reader asked "Why can't one large
piece of the same material
3-D glasses are made out of
be made so that when a 3-D
movie comes on it can be
dropped in trout of the screen
or attached to the screen;
Then we could all do without glasses"

Screen Writers' Oath Is Fine With MacDougall; Herbert Ruefully Okays

Hollywood, Nov. 3

Members of the Screen Writers Guild have their ballots for the annual election on Nov. 17, and

annual election on Nov. 17, and with them candidates' statements, highlighted by opposing views on the merits of a loyalty oath by nominees for prexy of the guild. E. High Herbert says while he will ink such oaths required by law he is philosophically opposed to them and is against screening of writers by SWG; his rival. Ranald MacDongall, on the other hand, comes out for ratification of a loyalty oath.

a loyalty oath.

Herbert said he's intolerant of pressure groups, whether from the left or right, and also stated "I'm not in love with the Authors League of America, but willing to continue to live under the same roof with them for the sake of the children."

Both candidates are opposed to abuses of the proxy system, Mac-Dougall is for continuance of the 1% assessment to Motion Picture Relief Fund.

EUGENE WALSH NEW UNIVERSAL TREASURER

Eugene F. Walsh has been picked as Universal's new treasurer. Formal announcement of his appointment will be made following the Uboard meet in N.Y. today (Wed.). He replaces Leon Goldberg, who left U in mid-October and is now financial v.p. at United Artists.

Walsh has been with U as comp-troller for close to 30 years. He's also assistant treasurer and assist-ant secretary. He's been pitching in as treasurer since Goldberg left.

the Broadway showcases equipped to show CinemaScope pix with a likelihood of four of the 'Scope films competing for the Times Square dollar. Spring of 1954 will see the race getting hotter, with Metro and Warner Bros. wide-screen entries joining 20th-Fox's CinemaScope releases. Trade is watching developments

Trade is watching developments with considerable interest on the theory that public reaction to a variety of CinemaScope pix is bound to determine not only the durability of the system, but also the extent to which it's to be applied by the various studios. In addition, there is the nuch discussed Lact that, while Hollywood is interested in CinemaScope, there has been in all out endorsement of it-even in the face of grosses rolled up by "The Robe."

Being so far ahead of the others.

grosses rolled up by "The Robe,"
Beling so far ahead of the others
in producing in CinemaScope has
given 20th a distinct edge since it
will have four of its films in circculation before any other distribhas a chance to get going. First
has a chance to get going. First
hon-20th CinemaScoper to hit the
market is likely to be Metro's
"Knights of the Round Table"
which looks headed for Radio City
Music Hall as the followup to the
Christmas show. After that, WB is
slated to come onl with its "Rear
Guard," lensed in the Vistarama
widescreen process. Pic is lentatively skedded for the Paramount
Theatre.

Guard," lensed in the visional widescreen process. Pie is tentatively skedded for the Paramount Theatre.

Despite the current nonavailability of other than 20th 'Scope films — 20th has 10 completed and the completed process some months back but are now changing them, or have already changed them, to install CinemaScope screens. Actually, any screen can take the 2.55 to 1 ratio adopted by 20th. Exhibs age trying, however, to conserve as much of their screen height as possible by spreading the width as far as the house will permit.

In addition, there is 20th's dietim re its pix. Company still takes the position that it will not book CinemaScope releases into any the-Continued on page 18).

'PRODUCT' FACTORY WORD

Film Industry Ought to Talk And Think 'Attractions'

Chicago, Nov. 5

Chicago, Nov. 5.
Director George Stevens, speaking at the Theatre Owners of America convention-here, told exhibitors that the lahei "product" which has become a tax to the industry output was a dangerous one

which has become a tax to the indurstry output was a dangerous one
and was leading production activity
into an assembly line pocket and
stiffing individual production thinking and action.

When individuals begin to think
again in terms of attractions rather
than product, he said then individual thinking-and-showmanshipwould return in force.

In discussing his upcoming picture, "Glant," which he'll make in
partnership with Henry Ginsberg
and Edna Ferber for Warner Bros,
release, Stevens said he had not
yet seen a process among the new
dimensions and devices that he
would use in preference to 2-D and
regular widescreen. "Until the industry develops a large screen high
as well as wide, we will not have
arrived at the point we started out
for," he declared. He further told
exhibs not to be afraid of art and
beauty in selling pictures.

C'SCOPE CONVERSION: \$250,000,000; SNAPER TELLS MICHIGAN TO GO SLOW the deal except the exhibitors who manufacturers and dealer spent the money." He declared the union help all benefite

tres in the United States to CinemaScope would represent an outlay of about \$250,000,000 on the part of exhibitors. This estimate is made by Wilbur Snaper, prexy of Allied States Assn., who bases his figure on 17,000 domestic thea-

his figure on 17,000 domestic theatres and an average cost of about
\$15,000 for the switch to C'Scope.
Snaper, in a discussion of the
coin aspects of new film techniques, presented these figures last
week to the annual convention of
the Allied Theatres Owners of
Michigan. Topper, in warning exhibs to go slow in installing new
equipment (see Detroit dateline
story) cited exhibitors experience
with 3-D. He said that the nation's
exhibs had expended approximately \$8,000,000 (5,000 theatres at
average installation cost of \$1,500)
for stereopic equipment. "Everybody," he said, "made money on

spent the money." He declared that the film companies, the spees manufacturers, the equipment

SIMPP President

Ellis Arnall

reviews why in this age of wide-screen, sundry Scopes, 2D and 3D, there's no room for 4F producers, in an analysis on why there's

Opportunity Unlimited

(Especially for the Indie)
one of the many editorial features
in the forthcoming 48th Anniversary Number

VARIETY

manufacturers and dealers, and the union help all benefited from 3-D, but that the exhibs came out on the short end. Except for a few key houses, most theatres lost maney on 3-D, Snaper stressed. "New types of presentation to bring people into theatres are always welcome," Snaper said, but the ceonomics of the situation today are foothardy for the smaller theatres. I sincerely hope the

dustry develops a large screen high a day are foolhardy for the smaller theatres. I sincerely hope the equipment people immediately do everything in their power to bring the prices down and that distributors sell in such a fashion to give exhibitors a chance to recoupsome of their costs."

Snaper said attempts should be made to bring screen costs down to about \$1,500 and stereophonic equipment to \$2,500. In addition, he stressed that C'Scope pictures should be made available with single sound tracks "for those who don't want to install stereophonic count."

dustry develops a large screen high a dustry develops a large screen high a county of the point we started out for," he declared. He further told eclared. He further told eclared. He further told eclared. He further told eclared. He further told every he arrived at the point we started out for," he declared. He further told eclared. He further told every he declared. He further told every he arrived at the point we started out for," he declared. He further told every he arrived at the point we started out for," he declared. He further told every he arrived at the point we started out for," he declared. He further told every he arrived at the point we started out for," he declared. He further told every he arrived at the point we started out for," he declared. He further told every he arrived at the point we started out for," he declared. He further told every he arrived at the point we started out for," he declared. He further told every he arrived at the point we larved at the point we larved

S. P. EAGLE

PATRICE MUNSEL ... MELBA

▶ Color by Technicolor *◀

with Robert Morley

Screenplay by Harry Kurnitz · A Horizon Pictures
Production · Directed by Lewis Milestone

WILLIAM HOLDEN DAVID NIVEN MAGGIE McNAMARA

THE MOON IS BLUE

Prinduced and Directed by Otto Preilinger
Written for the screen by F. Hugh Herselt
A Preininger Herbert Production

GUN BELT

▶ Color by Technicolor ◀

starrino

George Montgomery
Tab Hunter

Directed by Ray Nazarro - Screenplay by Richard Schayer and Jack DeWitt - Story by Arthur Orleff A Gobal Productions Presentation

YVONNE DeCARLO CARLOS THOMPSON

FORT ALGIERS

Produced by Joseph N Ermolieff • Directed by Lesley Selander • Screenplay by Theodore St John • Assoc ate Producer Edward L. Alberson, Jr

GARY COOPER ... RETURN TO PARADISE

▶ Color by Technicolor ◀

Directed by Mark Robson - Produced by Theron Warth - Screenplay by Charles Kaufman - Based upon the book by James A. Michener - Director of Photography, Winton C. Hoch, A.S.C. - Music composed and conducted by Dimitri. Tiomkin An Aspen Picture



VICTOR SAVILLE

MICKEY SPILLANE'S I, THE JURY

▶ in 3-Dimension ◀

introducing

BIFF ELLIOT as Mike Hammer with Preston Foster · Peggie Castle

Written for the screen and Directed by Harry Essex - A Victor Saville Production

THE JOE LOUIS STORY

with

Paul Stewart · Hilda Simms · James Edwards John Marley · Dotts Johnson

and introducing

Coley Wallace as Joe Louis

A Walter P. Chrysler, Jr. Presentation - Produce a by Stirling Silliphant - Directed by Robert Gordo Original Screenplay by Robert Sylvester

SABRE JET

in Color 4

by Color Corp. of America

starring

Robert Stack · Coleen Gray Richard Arlen · Julie Bishop Leon Ames

Produced by Carl Krueger · Directed by Louis King · Screenplay by Dale Eunson and Katherine Albert · Story by Carl Krueger · Music Composed and Conducted by Herschel Burke Gilbert

EDWARD SMALL presents

JOHN PAYNE · EVELYN KEYES

99 RIVER STREET

with

Brad Dexter · Frank Faylen · Peggie Castle

Directed by Phil Karlson · Screenplay by Pubert Smith · Story by George Zuckerman

SOL LESSER presents

EDWARD G. ROBINSON PAULETTE GODDARD

VICE SQUAD

∴ith **K. T. Stevens · Porter Hall** Produced by Jules V. Levy and Arthur Gardner · Directed by Arnold Laven Screenplay by Lawrence Roman AUBREY SCHENCK

presents

WAR PAINT

in Pathe Color 🕨

starring

Robert Stack · Joan Taylor Charles McGraw

A K B Production • Produced by Howard W. Koch Screenplay by Richard Alan Simmons and Martin Berkeley • Directed by Lesley Selander

THE BIG ONES

AND TOMORROW

ACT OF LOVE

Anatole Litvak's production starring Kirk Douglas. Screenplay by Irwin Shaw, from Alfred Hayes' best-seller, "Girl on the Via Flaminia".

ALEXANDER THE GREAT

Academy Award winner Robert Rossen's production. Spectacle on an impressive scale.

BEAT THE DEVIL

John Huston's production starring Humphrey Bogart, Jennifer Jones, Gina Lollobrigida.

BRONCO APACHE

Burt Lancaster's first for U.A. An adaptation of Paul Wellman's best-selling western, in color by Technicolor.

CROSSED SWORDS

Errol Flynn stars in a swashbuckling adventure story. Filmed in spectacular Pathecolor.

PERSONAL AFFAIR

Gene Tierney, Leo Genn and Glynis Johns are starred in a drama of great suspense.

STAR OF INDIA

Cornel Wilde and Jean Wallace in a Widescreen, color by Technicolor adventure.

THE BAREFOOT CONTESSA

Joseph L. Mankiewicz' eagerly awaited production — his first for U.A. A romantic drama with an all-star cast.

THE GOLDEN WARRIORS

Elia Kazan directs this S. P. Eagle production of Budd Schulberg's original screenplay.

THE MILLION POUND BANK NOTE

Gregory Peck stars in an adaptation of Mark Twain's immortal story, in color by Technicolor.

THE PURPLE PLAIN

Another Gregory Peck starrer, in color by Technicolor, based on E. H. Bates' best-seller.

THE STORY OF WILLIAM TELL

Errol Flynn stars in this all-time favorite legend. U.A.'s first CinemaScope release, filmed in Pathecolor.

COME THRU UA

L.A. Milder; 'Botany' Medium \$12,000, 'Fury' Light 11G, 'Honduras' Slow 16G, 'Wild' Tame 13G, 'Robe' 2 Spots, 65G

Los Angeles, Nov. 3.
w first-run bills are hitting
dium stride with none outling. Along with some weakenfongruns, biz generally looms
or currently, "Appointment in
luras" and "Marry Me Again"
es slow \$16,000 in three thea-

Botany Bay" is rated medium 000 in two smaller houses. But is doing okay \$33,000 in one or plus four drive-ins. "Gun 3" looks light \$11,000 in two

"looks light \$11,000 in ever-tions.
The Robe" is topping the hold-swith a solid \$65,000 in its a week at the Chinese and first to Los Angeles. "Here to Eter-"still is getting important coin 1 nitty \$32,000 in fifth week houses. "Mogambo" is dron-but still good \$13,500 in fourth e. "Cincrama" hit sturdy \$32,-in 26th stanza.

**Letimates for This Week

Estimates for This Wee

wintown, Hawaii (SW-G&S)
7; 980; 70-\$1.10) — "Botany
(Parl, Medium \$12.000, Last
, Downtown and Wiltern, "Sea
Ships" (Rep) and "Trent's
(Rep) \$500; Hawaii Ships" (Rep) and "Trent's Case" (Rep), \$9.500; Hawaii Loew's State, "Redheads From (AA) (2d wk), \$6.300.

sew's State, Vogue (UATC-C) (2.404; 885; 70-\$1.10)—"Gun y" (Co) and "Jennifer" (Rep), the \$11.000. Last week, Vogue, man Holiday" (Par) (4th wk).

500. Orpheum, Wiltern, Fox Holly-ood (Metropolitan-SW-FWC) (2,-3); 2.344; 768; 70-\$1.10)—%, pointment Honduras" (RKO) and Jarry Me Again" (RKO), Slow 6,000. Last week, with other nits

5,000. Last week, with other its.

Los Angeles, Hollywood Parajunts (AB-PT-F&M) (3,300; 1,430; \$1.25)—"Blowing Wild" (WB) 4 wkb. Mild \$13,000 or near. Last seek. \$26,200.

Lytown, Loyola, Iris, Globe WC) (1,715; 1,248; 814; 782; 70
10:—"Sabre Jet" (UA) and ickl" (20th) 2d wkb. Slim \$8,500 4 days. Last week, with Los neeles, without Globe, \$25,600.

Fine Arts (FWC) (631; 80-\$1,50)

"Cruel Sea" (U) (3d wk). Modest (900). Last week, \$4,200.

Beverly Hills (S-W) (1,612; 90
1,50)—"Decameron Nights" (RKO) d wk, Stender \$2,300. Last week, d. (00).

000, **gryptian** (UATC) (1.538; 90-80) — "Mogambo" (M-G) (4th Cood \$13.500, Last week,

7,000.

Hillstreet, Pantages (RKO)
752; 2.812; 95-\$1.50!—"Eternity"
ob 5th wk), Nifty \$32,000. Last
cck, \$42,400.

Chinese, Los Angeles (FWC)
905; 2.097; \$1.20-\$2.40!—"Robe"
oth 6th at Chinese, 1st at L.A.).
olid \$65,000. Last week, Chinese,
4 800.

00. tz (FWC) (1.363; 90-\$1.50)—tin Luther" (Indie) (8th wk). \$2.800, Last week, \$3.100, Ishire-(FWC)-(2.296; 80-\$1.50) (Ittle Boy Lost" (Par) (9th wk). \$1.50; Slight \$2,400, Last week,

\$4.800.

Four Star, Rialto (UTAC-Metro-politan) (900; 839; 80-\$1.20)—
"Moon Is Blue" (U-A) (18th wk). Nice \$5.000. Last week, \$5.400.

Hollywood (SW) (1,364; \$1.20-\$2.80)—"Cincrama" (Indie) (27th wk). Into 27th frame after sturdy \$32.900 last week.

Vagabond (Rosener) (385; \$1.20)—"7 Deadly Sins" (Indie) (9th wk). Fair \$2.200. Last week \$2.600.

'TORCH' COOL \$10,000, PITT: 'BIG' SMALL 9G

PILL; BIG SMALL 9G

Pittsburgh, Nov. 3.

Business is on downheat this
k, with only thing that's holdbeing "The Robe" strong atrus in fifth stanza. Both "Torch
ig" at Penn and "So Big" atmicy got glowing notices, but
ther one is going anywhere
ton's new 3-D'er, "Wings of
k." also is only routine.

Estimates for This Week
'ulton 'Shea! 41,700; 50-85'—
migs of Hawk" ("V. Obvious the
om has faded from 3-D and
s points that up. Okay \$5,500.

NSG for a 3-Der. Last week.

1-American" U. \$5,000.

Larris 'Harris.' (2 100; 85-\$1,50)

The Robe' 20th 5th wk.

Broadway Grosses

Estimated Total Gross
This_Week . \$645,300
(Based on 25 theatres)
Last Year . \$477,700
(Based on 19 theatres)

'Alamo'-Dunham OK 21G, Frisco

San Francisco, Nov. 3.

Ideal fall weather is blamed for moderate biz at first-runs here this stanza. Despite offish trend "The Robe" continues to pace the Strect, with a big fifth session. Katherine Dunham dancers are helping "Man-From the Alamo" to an okay total at the Golden Gate. "So Big" is rated good at St. Francis. Otherwise, takings are disappointing.

Estimates for This Week

Golden Gate (RKO) (2,850) 95-

Golden Gate (RKO) (2.850; 95-\$1.25)—"Man From Alamo" (U) plus Katherine Dunhan unit. (Okay \$21.000 or over. Last week, "Wings Of Hawk" (U) and "Murder With-out Tears" (AA), \$9.500.

out Tears (AAA, \$8,300.

Fox (FWC) (4,651; \$1-\$2.40)—

"The Robe" (20th) (5th wk). Big
\$31,500. Last week, \$37,500.

Warfield (Loew's) (2,656; 65-95)

"The Actress" (M-G). Fair
\$10,000. Last week, "Mogambo"

(M-G) (5th wk), \$15,000 with \$1,50

M-G) (5th wk), \$15,000 with \$1.50 top.

Paramount (Par) (2,646; 65-95)—
Blowing Wild" (WB) and "Black
Fury" (WB) 12d wk). Held at okay
\$10.000. Last week, \$14,500.

St. Francis (Par) (1,400; 75-\$1)—
"So Big" (WB). Good \$11,000. Last
week, "Lion in Streets" (WB),
\$10.000.

\$10,000.

Orpheum (No. Coast) (2,448; 6515)—"Big Heat" (Col) and "China
'enture" (Col) (3d wk). Oke
8,000. Last week, \$10,500.
United Artists (No. Coast) (1,207;
1, the Jury" (UA) and
'Phantom From Space" (UA) (2d
kl). Mild \$6,500. Last week,
\$11,500.

Staredoor (A,B) (370, \$1,\$1,\$50).

wk), Mild \$6,500, Last week, \$11,500.

Stagedoor (A-R) (370; \$1-\$1,50)—
Beggar's Opera" (UA) (3d wk),
Big \$4,000, Last week, \$3,100.

Clay (Rosener) (400; \$1)—"Fanfan Tulip" (Indie) (6th wk), Fast
\$3,700, Last week, \$3,900.

Bridge (Schwartz-Reade) (399;
\$1-\$1,20)—"Cruel Sea" (U) (5th
wk), Fine \$4,000 for fourth week.

Last week, \$5,200.

Larkin (Rosener) (400; \$1)—"Sun
Shines Bright" (Rep), Mild \$2,300.

Last week, "Miss Julie" (Indie) (2d, wk), \$2,000.

'Mogambo' Great 18G. Leads L'ville; 'So Big' Neat 6G, 'Roman' Fat 11G

Estimates for This Week

Estimates for This Week
Kentucky (Switow) (1,200; 75-99)
—"Moon Is Blue" (UA) (6th wk),
Strong \$5,500 after last week's
\$6,000.
Mary Anderson (People's) (1,200;
54-75) "So Big" (WB). At regular
fare, nice \$6,000, and probable
ho. Last week, "Blowing Wild"
(WB) (2d wk) \$6,500.
Rialto (Fourth Avenue) (3,000;
Rialto (Fourth Avenue) (3,000;
The Comman Holiday" (Part)
Looks like lusty \$11,000. Last
week, "All-American" (U) and
"Golden Blade" (U) \$13,000;

\$1)—Mogambo (M-q) (3d wk.)
Big \$14,500 after \$21,000 for second.

Hippodrome (Rappaport) (2,100;
50-\$1.25)—"Etternity" (Col) (6th
wk). Nice \$16,000. Last week,
\$19,500.

Keith's (Schanberger) (2,400; 3580)—"Sins Of Jezebel" (Lip). Oke
\$9,000. Last week, "Redheads
From Seattle" (Par), \$9,800.

Little (Rappaport) (310; 25-90)—"Beggar's Opera" (WB) (2d wk.)
Okay \$3,500 after \$4,000 opener.

Mayfair (Hicks) (980; 25-70)—"Sea of Lost Ships" (Rep). Moderate \$4,500 in 8 days. Last week,
"Column South" (U), \$4,200.

New (Mechanic) (1,800; 75-\$1.50)
—"Robe" (20th) (2d wk.) Socko
\$40,000. Holds a third, Opener
was \$42,500.

Playhouse (Schwaber) (420; 50\$1)—"Stalag 17" (Par) (4th wk.)
Good \$5,800. Last week, \$6,000.

Stanley (WB) (3,200; 35-80)
—"System" (WB) Mediocre \$7,700.
Last week, "So Big" (WB), \$10,000.

Town (Rappaport) (1,600; 35-80)
—"Martin Luther" (Indie), Fancy
\$11,000. Last week, "Glass Web"
(U), \$8,000.

'Calamity' Bright \$10,000 in Mpls.

Minneapolis, Nov. 3.

With big weekend traffic because of Pitt-Minnesota football game, which drew 50.900 despite being nationally televised, and with a teachers' convention to bring a school holiday, films got a flourishing start here this session. Holidovers continued very much in evidence. Standouts among fresh entries are "Calamity Jane" and "Take High Ground." It's the eleventh week for "Moon Is Blue." sixth downtown week for "From Here To Eternity," fourth for "The Robe" and second for "Mogambo," all smash.

Estimates for This Week

Estimates for This Week

Estimates for This Week
Century (Par) (1,600; 65-85)—
(Sailor of King" (20th). Light \$3.000. Last week. "Little Boy Lost"
(Par) (4th wk), \$4.200.
Gopher (Berger) (1,025; 65-85)—
"Mogambo" (M-G) (2d wk), Fat
\$7.000. Last week, \$11,000.
Lyric (Par) (1,000; 65-85)—
"Along Came Jones" (Indie) and
"Belle of Yukon" (Indie) (refssues). Mild \$4,500. Last week.
("Glory Brigade" (20th) and "Dangerous Crossing" (20th), \$4,700.
Radio City (Par) (4,000; \$1,20\$150)—"The Robe" (20th) (4th
wk). No one here imagined it possible for any film to rack up the
kind of grosses this one's doing.
Still sockeroo at \$21,000. Last
week, \$32,000.

RKO-Crubeum (RKO) (2,890; 65-

kind of grosses this one's doing.
Still sockeroo at \$21,000. Last
week. \$32,000.

RKO-Orpheum (RKO) (2.890; 6585'—"Calamity Jane" (WB). Announced as "upper midwest preniere." Lofty \$10.000 looms. Last
week, "Eternity" (Col) (5th wk), at
\$5-\$1, \$8.000.

RKO-Pan (RKO) (1.600; 85-\$1)—
"Eternity" (Col) (m.o.). Hot \$7,000.

Last week, "Ft. Algiers" (UA) and
"O. K. Nero" (Indie), at 55-76e
scale. \$3.000.

State (Par) (2.300; 65-85)—"Take
High Ground" (M-G). Fast \$10,000. Last week, "Great Sioux Uprising" (U). \$5.600.

World (Mann) (400; 55-\$1.20)—
"Moon Is Blue" (UA) (1114 wk).
Final week again set for this gold
nine. Good \$3,800. Last week,
\$3.500.

Wild' Lofty \$14,500 In Buffalo; 'Key' Okay 8G

Glass Web" is okay at the Lafayette while "Blowing Wild" is winding up a big week at Paramount Lofty takings loom for "So Big" at the Center. "The Robe" still is dandy in fifth week at the Buffalo. "Violated." which had preem at bandbox Mercury, is heading for record first week.

'Luther' Torrid \$11,000, Balto; 'Robe' 40G, 2d Baltimore, Nov. 3. Grosses here this week are holding up solidly. Second week of "The Robe" at the New is not farbehind rousing opener. "Martin Luther" is fanney at the Town while "Sins Of Jezebi." is fairly pleasing at Keith's. "The System" is dulat the Stanley. Estimates for This Week Century (Loew's-UA) (3,000; 35-\$1)—"Mogambo" (M-G) (3d wk). Big \$14,500 after \$21,000 for second. Big \$14,500 after \$21,000 for second. Big \$14,500 after \$21,000 for second. Based on 24 cities, and 222 (heatres, chiefly first runs, in the second round is the second round in the second round in the second round in the second round in the second round is the second round in the second round in the second round in the second round in the second round is the second round in the second round ro Oke 8G, 'Vice' Good 7G, 'Heat' 9G

Estimated Total Gross
This Week...\$2,999,700
(Based on 24 cities, and 222
theatres, chiefty first runs, including N. Y.)
Total Gross Same Week
Last Year...\$2,145,500
(Based on 24 cities and 207
theatres)

'Mogambo' Terrif \$23,000, Toronto

With nightly turnaway biz in second stanza, "Robe" continues its record-breaking tenure at the 3.373-seat Imperial, largest house in Canada. However, "Mogambo" down the street is also doing socko biz on lower price scale. Of other newcomers, "Toreh Song" and "Blueprint for Murder" are also turning in neat returns. Fourth frame of "Eternity" continues lefty.

Estimates for This Wee Estimates for This Week
Crest, Downtown, Glendale, Mayfair, Scarboro, State (Taylor) (863;
1.059; 955; 470; 698; 694; 35-60)—
O.K. Nero" (IFE) and "Last
Posse" (Col). Okay \$15.000. Last
week, "Ft. Algiers" (UA) and
"Phantom From Space" (UA);
\$12.000.

\$12.000.

Eglinton, University (FP) (1.080; 1.558; 40-75) — "Captain's Paradise" (London), Big \$16.000. Last week, "Master of Ballantrae" (WB), \$11,000.

(WB), \$11,000. **Hyland** (Rank) (1,250; 50-85)— "The Juggler" (Col) (2d wk), Near-eapacity \$5,000. Last week, \$5.500.

capacity \$5,000. Last week, \$5.500.

Imperial (FP) (3.373; 75-\$1.50)—

"The Robe" (20th) (2d wk). Wham \$40,000 to daily turnaway biz. Last week, about same.

Loew's (Loew's) (2.096; 65-85)—

"Mogambo" (M-G). Terrific \$23,-000. Last week, "Take High Ground" (M-G), \$13,000.

Odeon (Rank) (2,390; 50-90)—
"Blueprint for Murder" (20th),
Nice \$12,000. Last week, "Return
to Paradise" (UA), \$9,000.

Shea's (FP) (2.386; 75-\$1)—
'Elernity' (Col) (4th wk). Hefty 10.000. Last week, \$16.000.
'Uptown 'Loew's) (2,743; 40-75)—
'Torch Song'' (M-G). Nice \$10,000. Last week, "Golden Blade" (U), 88,000.

'So Big' Strong \$8,000, K.C.; 'Jury' OK \$11,000, 'Caddy' Fancy 81G, 2d

Estimates for This Week

Estimates for This Week
Kimo (Dickinson) (504: 65-85)—
Lilli" (M-G) (25th wk), Nice \$1,400
and will hold. Last week, same.
Midland (Loew's) (3.500: 65-90)
—"I, the Jury" (UA) and "Terror
On Train" (UA), At 90c top, neat
\$11,000. Last week, "Mogambo"
(M-G) (3d wk), at \$1 top, \$7,000.
Missouri (RKO) (2.650; 60-85)—
"So Big" (WB) and "Trail Blazers'
(Indie', Best in several weeks here.
Strong \$8,000 or near. Last week,
"Stranger Wore Gun" (Col) and
"Monsoon" (Col), \$4,500.

Orpheum (Fox Midwest) (1,913:
\$1,\$1,25,\$1,50) — "The Robe"
(20th) (5th wk), Hefty \$18,000, and
will hold again. Last week, \$21,000,
Paramount (Tri-States) (1,900:
65-85)—"The Caddy" (Par) (26)

(55-85)—"The Caddy" (Par) (26)

(55-85)—"The Caddy" (Par) (26)

dandy in fifth week at the Buffalo. "Violated." which had preem at bandbox Mercury, is heading for record first week.

Estimates for This Week
Buffalo (Loew's) (3.000; \$1-\$1.50)

"The Robe" (20th) (5th wk).
Dandy \$17.000. Last week, \$24,-800.

Paramount (Par) (3.000; 40-70)

"Botany Bay" (Par) Opens Wednesday (4. Last week, "Boos Wednesday

Washington, Nov. 3
There are four newcomers
main stem this session, an unus
ally large number even for ti
long-run city. Standout amo
new entries is "Martin Luthe
near-record takes at the Dupo
"Vice Squad" at Loew's Columl
looks good for a second round, a
"Back to God's Country" at Ri
Keith's is okay for run-of-mill p
"The Robe" continues solid in !
week at Loew's Capitol, as do
tother long runs which prevail
mid-town. week at Loew's Capitol, as do the other long runs which prevail in mid-town.

Estimates for This Week
Capitol (Loew's) (3,434; \$1.\$1.50)

"The Robe" (20th) (5th wk), Still going strong at \$25,000 after \$31.000 last week. Holds.

Columbia (Loew's) (1,174; 55-85)

"Vice Squad" (UA). Good \$7.000 or over. Holds. Last week, Vicki" (20th) (2d wk-4 days', \$4.500.

"Vicki" (20th) (2d wk-4 days), \$4.500.

Dupont (Lopert) (372; 90-\$1.20)

"Martin Luther" (Indie). Smash \$10.000 for this small-seater, nearing record of "High Noon" (UA). Looks in indefinitely.

Keith's (RKO) (1,949, 55-85) — "Back to God's Country" (U). Okay 88,000. Last-week, "Sea of Lost Ships" (Rep), \$10.000.

Metropolitan (SW) (1,200; 55-85) — "Big Hat" (Col). Hotsy \$9,000. Last week, "Blowing Wild" (WB) (2d wk), \$5.500.

Palace (Loew's) (2,370; 74-\$1.20) — "Mogrambo" (Mr.G) (4th wk). Brisk \$15.000 after better than expected \$19.000. Stays on.

Playhouse (Lopert) (435: 55-\$1) — "Roman Holiday" (Par) (5th wk). Pleasing \$5,500 after \$6,000 last week. Stays.

Trans-Lux (T-L) (90-\$1.25) — "Eternity" (Col) (10th wk). Tapering off to hefty \$11.000 aiter \$12,000 last week. Holds.

'Robe' New High, \$22,000 in Omaha

Omaha, Nov. 3.

"The Robe" is making its expected impact on its debut here, shaping to hit a record \$22,000 opener at the Orpheum. Pic drew rave reviews, with lines at wickets most of time. "Anna" is okay at the Omaha while "Here to Eternity" is sock in third Brandeis week. "Blowing Wild" shapes fine in second stanza at the State.

Estimates for This Week.

Brandeis (RKO) (1,100; 76-\$1)—"Eternity" (Col) (2d wk). Still hearty at \$8,000, and certain for at least a fourth week. Last week, \$10,000.

Omaha (Tristates) (2,000; 50-76)—"Anna" (IFE). Oke \$6,500. Last week. "Mogambo" (M-G) (2d wk), \$8,500 at 65-90c scale.

Orpheum (Tristates) (2,890; 90-\$12,5)—"The Robe" (20th). Record \$22,000. Last week. "Wings of Hawk" (U) and "Hot News" (Indie), \$7,500 at 65-85c scale for six days as house was shuttered day before "Robe" opening.

State (Goldberg) (850; 50-76)—"Blowing Wild" (WB) and "Black Pury" (WB) (2d wk). Good \$4,300 after \$6,500 debut.

Cincy HO & Vary Talle

Cincy H.O.s Very Tall; 'Mogambo' Socko \$12,000, 2d; 'Sumatra' Fair 5G

stanza. New bills, "Fort Algiers" in Capitol is milid, and "East of Sumatra" at Keith's is fair.

Estimates for This Week
Albee (RKO) (3,100): 85-\$1.50)—
"The Robe" (20th) (2d wkt. Stupendous \$35,000 after unfurling
\$45,000. new Cincy record opening week. Stays on.
Capitol (RKO) (2,000): 55-85)—
"Fort Algiers" (UA) and "Captain
Scarlett" (UA). So-so. \$6,500. Last
week, "Half a Hero" (M-G) and
"Big Leaguer" (M-G), \$6,000.
Grand (RKO) (1,400; 75-\$1.25)—
"Eternity" (Col) (m.o.) (2d wkt.)
Hefty \$6,500 in sixth downtown
stanza.

Heat Hits Chi; 'Boy Lost'-Cornell Nice \$51,000, 'Sangaree' Stout 18G, 'Torch' Hot 15G, 'Lion' \$14,500, 2d

Warmer weather and Hallowe'en blamed for slowing up of biz session despite five session despite five \$51,000 at the Chicago, with Don Cornell topping stageshow. Sangaree" and "Sailor of King" ombo is fancy \$18,000 at United

sts.
Forch Song" looms ho'sy \$15,at the Monroe. Ziegfeld's
ptain's Paradise" is smash
00 white "Conquest of Coc"-"China Venture" is okay
00 at Grand.

Si 200 at Grand.

Potent session is in store for Sea of Lost Ships" and "Perilous Journey" in second week at Meckers. Combo of "Lion in Streets" and "Mission Over Korea" shapes lively at Rossevelt also second round. Third week of "War of Worlds" is hefty at the Woods. Both sixth week entries are socko. "Robe" at State-Lake beng \$70,000 and "Martin Lutther" 18,400 at the Loop. "Here to Sternity" is robust in ninth week at the Oriental while "Cinerama" olls on at torrid pace in 14th at he Palace.

Estimates for This West

Estimates for This Week
Chicago (B&K) (3,900; 98-\$1.25)
"Little Boy Lost" (Par) with Don
fornell onstage. Heading for nice
\$1,000. Last week. "Blowing
vild" (WB) (2d wk), \$38,000.
Grand (RKO) (1,200; 55-98)—
Conquest of Cochies" (Colla-andChina Venture" (Col). Okay \$8,00. Last week, "Mighty Joe
00. Last week, "Mighty Joe
00. Lost week, "Mighty Joe
Martin Luther" (Indie) (6th wk).
518,400. Last week, \$19,000.
McViekers (JL&S) (2,200; 65-90).
McViekers (JL&S) (2,200; 65-90)
"Sca of Lost Ships" (Rep) and
Perilous Journey" (Rep) (2d wk).
Idid \$11,000 or near after \$20,000
ast week.

Monzee (Indie) (1,000; 55-93)—

Aild \$11 000 or near after \$20,000 ast week.

Monroe (Indie) (1,000; 55-93)—
Torch Song" (M-G). "ot \$15 000.
Torch Song" (M-G). "ot \$15 000.
Oriental (Indie) (3,400; 98-\$1.25)—
"Eternity" (Col) (9th wk). \$trong \$20 000 after last week's \$95,000.

—"Cinerana" (Indie) (14th wk).
Ferrific \$41,500 after \$45,800 last week.

Roosevelt (B&K) (1,500; 55-98

Rossevelt (B&K) (1.500; 55-98)—
Lion in Streets" (WB) and "Mision Ovér Korea" (Col) (2d wk),
icc \$14-500. Last week, \$19,000,
State-Lake (B&K) (2,700; 981.80)—"Robe" (20th) (6th wk),
bam \$70,000. Last week, \$73,000.
Surf (H&E Balaban) (685; 93)—
Titlield Thunderbolt" (Indie) (2d
k) Sluggish \$2,500. Last week,
6 000

000.
United Artists (B&K) (1,700; 55—"Sangaree" (Par) and "Sailor
King" (201b). Bright \$18,000.
\$ week. "Cruel Sea" (U) (2d)
\$ 14,000.

\$14,000.

Voods (Essaness) (1,198; 98)—
ar of Worlds" (Par) (3d wk),
elv \$14,000. Last week, \$18,000.
Vorld (Indie) (587; 98)—"2c
orth of Hope" (Indie) (3d wk),
v \$4,200. Last week, \$4,000.
diegfeld (Lopert) (485; 98)—
ptain's Paradise" (U). Fancy
700. Last week, "Beggar's
era" (WB) (4th wk), \$2,700.

'Blade' Sharp \$14,000, Denver; 'Torch' Hot 10G

continues stout at the in third stanza, and stays ice Squad" shapes fair in

Tocations.

Estimates for This Week
laddin i Foxi (1,400; 90-\$1,20)—
I'll Luther" (Indie) (4th wk).
F \$4 000. Last week, \$8,000.
Foadway (Wolfberg) (1,200; 50—
"Torch Song" (M-G). Torrid
000. Holds; Last week, "Eter(Cot) (2d wk), after four
ks at Paramount, \$5,000.
Publam (Cockrill) (1,750; 50-85)
Botany Bay" (Par). Fine \$10.—
Stays over, Last week,
tle Boy Lost" (Par) (3d wk),
(10)

Denver (Fox) (2,525; 90-\$1.50)— he Robe" (20th) (3d wk). Fast 1,000, and holding. Last week,

Esquire (Fox) (742: 50-85) — Melba" (UA). Fair \$2.500. Last (Continued on page 18)

Estimates Are Net

Film gross estimates as reported herewith from the various key cities, are net; i. e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net income.

The parenthetic admission prices, however, as indicated, include the U.S. amusement tax,

'Boy Lost' Lively \$15,000, Cleve

Cleveland. Nov. 3.

Several conventions and nippy fall weather are warming up downtown boxoffices considerably. "Little Boy Lost" is swinging to a fast take for the State. Fourth round of "The Robe" continues to display lasting power at Hipp. Palacemay wind up "Here To Eternity" after current seventh stanza. "Diamond Queen" at Allen and Stillman's "Houdini" are going okey. "Sabre Jet" on a shift to Loew's Ohio looks good.

"Estimates for This Week" Estimates for This Week

Allen (S-W) (3,000; 55-85)—"Dia-mond Queen" (WB). Fine \$11,000 or near. Last week. "So Big" (WB), \$11,500. Hipp (Telemanagement) (3,700; \$1-\$1.80)—"The Robe" (20th) 44th

80)—"The Robe" (20th) (4th Great \$33,000. Last week,

Ohio (Loew's) (1,200; 55-85) —
"Sabre Jet" (UA) (m.o.). Good \$5,000. Last week, "Martin Luther"
(Indie) (4th wk), \$6,000.

Palace (RKO) (3.300; \$1.25-\$1.50)
-"Eternity" (Coli (7th wk), \$10.00 and may stay on. Last week,

State (Loew's) (3.450; 55-85)— "Little Boy Lost" (Par), Fast \$15,-000, Last week, "Sabre Jet" (UA), \$16,000

Stillman (Loew's) (2,700; 55-85)
—"Houdini" (Par), Sturdy \$10,000,
Last week, "Mogambo" (M-G) (4th

Det. Still Great: 'Jet' Hotsy \$13,500, 'Roman'

Rich 16G, 'Canyon' 13G Detroit, Nov. 3. Biz, which has been riding high crest for the third straight stanza.
"The Rôbe" continues very strong in fifth week at the Fox. The ninth week of "Here To Eternity" at the Madison and the third week of "Mogambo" at the United Artists are strong. Of the newcomers, "Roman Holiday" rates good at the Michigan, "Sabre Jet" shapes hot at the Broadway-Capitol and "Devil's Caffyon" is okay at the Palms.

Estimates for This Week

Fox (Fox-Detroit) (5,000; \$1-1.80)—"The Robe" (20th) (5th) (8th) Solid \$65,000. Last week,

\$70,000.

Michigan (United Detroit) (4,000;
Mo-si)—"Roman Holiday" (Par)
and "Trent's Last Case" (Indie),
Good \$16,000. Last week, "The
Caddy" (Par) and "Plunder of
Sun" (WB), \$15,000.

Palms (UD) (2,961; 80,81)—
"Devil's Canyon" (RKO) and "Jennifer" (Indie). Oke \$13,000. Last
week, "Lion in Streets" (WB) and
"Black Fury" (WB), \$15,000 in 10
days.

Madison (UD) (1,900; 95-\$1.25 — "Eternity" (Cob.; (9th wk). Swell \$13,000. Last week, \$13,890.

\$13,000. Last week, \$13,890.

United Artists (UA) (1,938) 80\$11—"Mogambo" (M-G) (2d wk)
Good \$13,700. Last week, \$17,000,
Adams (Balaban) (1,700, 80-\$1)
—"Torch "Song" (M-G) (2d wk),
Oke \$9,000. Last week, \$14,400,
Broadway-Capitol (Korman) 13,500; 80-\$1)—"Sabre Jet" (UA) and
"Fighting Lowman" (Allied: Good
\$13,500. Last week, "Joe Louis
Story" (UA) and "Murder Without
Tears" (Indie) (2d wk), \$10,200.

Music Hall (Cinerama Productions) (1,236; \$14-6-\$2 80)—"Cinerama" (Indie) (33d wk), Big
\$27,000. Last week, same,

Seattle; 'Robe' 18G, 5th

Seattle, Nov. 3.

Seattle, Nov. 3.

Town is loaded with holdovers this stanza but trade still its strong, with holdovers and longrums continuing big. Lone entry of real importance. "Take High Ground" shapes good at Liberty. "Martin Luther" looms great in second Coliseim round, "The Robe" still is great in fifth trame at the Fifth is great in fifth trame at the Fifth.

Estimates for This We

Stint.

Estimates for This Week

Blue Mouse (Hamrick) (800; 6590)—"Importance Being Earnest"
(U). Mild \$2,000 in 6 days. Last
week, "Cruel Sea" (U) (2d wk—
8 days.) \$2,900.

Coliseum (Evergreen) (1,829; 90\$1,25)—"Martin Luther" (Indie)
(2d wk). Great \$12,000, ahead of
\$10,800 opene.

Fifth Avenue (Evergreen) (2,349;
\$1,25-\$1,75)—"The Robe" (20th)
(5th wk). Immense \$18,000. Last
week, \$22,000.

Liberty (Hamrick) (1,650; 65-90)
—"Take High Ground" (M-Gt)
Good \$7,000. Last week, "Joe
Louis Story" (UA); \$4,200.

Music Box (Hamrick) (2,650; 90\$1,25)—"Moon is Blue" (U-A) (1,6th)
(M), Nice \$4,000. Holds again for
record run. Last week, \$4,700.

Music Hall (Hamrick) (2,263; 90\$1,25(—"Mogambo" (M-G) (3d wk).
Solid \$7,500. Last week, \$11,500.

Paramount (Evergreen) (3,39; 90\$1,25(—"Eternity" (Col), 12d wk).
Great \$16,000 after \$26,000 fast

'Moon' Mellow \$14,000, Philly

Philadelphia, Nov. 3.

Biz continued nicely here this session, with a couple of strong newcomers helping. "Moon Is Blue" shapes smash at the small Trans-Lux. Biggest coin for a new entrant is going to "Big Heat," which is terrific at the Goldman. "Torch Song" looks great in seeond round at Midtown "Cinerama" still is socko in fourth stanza at the Boyd.

Estimates as "The Strong Strong

the Boyd.

Estimates for This Week

Areadia (\$3.85) (625; 85-\$1.30)—
"Mogambo" (M-G) (44h wk). Nice
\$11.500. Last week, \$16.000.

Boyd (\$W) (1.400; \$1.30)—"Cineenma" (Indie) (41h wk). Great \$26,500. Last week, \$26,000.

Goldman (Goldman) (1,200; 50900—Big Heat" (C01). Smash \$25,000. Last week, "Redheads from
Scattle" (Par): \$12,000.

Mastbaum (\$W) (4,360; 85-\$12.000.

"Sn Big" (WB) (2d wk). Poor
\$11.000. Last week, \$15,000.

Midtown (Goldman) (1,000; 74\$1.30)—"Torch Song" (M-G) (2d
wk). Hot \$13,000. Last week, \$13.00
"Andolph (Goldman) (2,500; 75\$1.30)—"Blowing Wild" (WB) (2d
wk). Weak \$9,000. Last week, \$13.00.

Stanley (\$W) (2,900; \$5.\$1.30)—
"Eternity" (Col) (6th wk). Big \$17000. Last week, \$13.000.

Stanton (\$W) (99-\$1,25)—"Martin Luther" (Indie) (6th wk). Big \$17000. Stanton (\$W) (99-\$1.25)—"Martin Luther" (Indie) (6th wk). Big \$17000. Stanton (\$W) (500; 85-\$1.25)—"Martin Luther" (Hole) (6th wk). Big \$17000. Stanton (\$W) (99-\$1.25)—"Martin Luther" (Hole) (6th wk). Big \$17000 (Geldberg) (500; 85-\$1.25)—"Martin Luther" (Hole) (6th wk). Big \$17000 (Geldberg) (500; 85-\$1.25)—"Mon is Blue" (UA). 34th wk). \$3.500.

Trans-Lux (T-1) (500, 99-\$1.50)

"Mon is Blue" (UA). Terrific
\$14.000. Last week, \$3.500.

For (20th) (2.250; 99-\$1.80)—
"The Robe" (20th) (6th wk). Fancy
\$35,000 after \$40.000 last week.

"Roy Lost" Ranguin At

'Boy Lost' Bangup At 9½G, Prov; 'Vicki' 8G

Providence, Nov. 3.

Majestic's "Vicki" is fairly strong here this, week while State's second round of "Mogambo" is strudy. Strand's "Little Boy Lost" did stoutly, RKO Albee is fair with "Key Largo" on reissue.

Estimates for This Week
Albee (RKO) (2,200; 50-70—

"Key Largo" (WB, and "Treasure Sierra Madre" (WB) (reissues).

Fairly good \$6,000. Last week, "Glass Web." (U. and "Top Hat" (RKO) (reissues, \$7,000.

Majestic (Fa) (2,200; 50-70—

'Ground' Smooth \$7,000, Balloting Boosts Broadway B.O.; 'Botany Bay' Big 44G; 'G&S' \$14,000, 'Robe' 120G, 7th, 'Mogambo' 115G, 5th

comers in the present stanza, and important coin is coining from only one.

"Botany Bay." which got off-winging last Thursday, is heading for a smash \$44000 in first week at the Mayfair A smart campanen obviously is proving great assistance. "Gibert & Suffiyan," on two-a-day at the Bijou, looks nearly capacity around \$14,000 opening frame. "Jack Slade" did only a lean \$9,000 first stanza at the Globe, but stays until house closes to prep for faunching of second CinemaScope pic, "How To Marry a Millionaire." Fourth pic, "Lutte World of Don Camillo," is only fair \$5,800 at the New York.
Biggest money this session is going to "The Robe" although currently in its seventh week. This round looks to wind up today wed I with great \$120,000. "Megambo" with stageshow is concluding its five-week rim at the Missis Me Kate" opens tomorrow (Thurs.).

"So Big" with Duke Ellington and and Golden Gate Quartet

"Kiss Me Kate" opens tomorrow (Thurs).

"So Big" with Duke Ellington band and Golden Gate Quartet topping stageshow concluded its second stanza last night (Tues) at the Paramount with fair \$48.000.
"Toren Song" wound up its third week with a solid \$19,000 at the State, holding on this week until house closes to make ready for "How To Marry A Millionaire," which it is playing day-date with Globe.

"Little Boy Lost" held at a fusty \$24,000 in sixth week at the Rivoli "Moon Is Blue" climbed to a solid \$16,000 in 17th round at the Victoria.

"Here To Eternity" held with big \$40,000 in 13th session at the Capitol, opening its 14th week to day 1Wed.1.

Estimates for This Week

Estimates for This Week
Astor (City Inv.) (1.300, 80-81-80)
—"Queen of Sheba" (Indiae, Opentoday (Wed)). Last week, "Main St. To Broadway" (M-G) (3d wk-8 days), only \$9.000 although "Jennifer" (Indic) was added starting midweek. Second full week, "Broadway" solo was \$9.300.

Blion (City Inv.) (589, \$1-80), \$1-80-\$2-\$40)—"Gilbert & Sullivan" (Jopent) (2d wkc First round ended last night (Tues (was virtually capacity at \$14.00) for 17 shows in ahead, house was closed.

Baronet (Rende) (430, 90-\$1-50)
—"Reggar's Opera" (WB) (11th wk). The 10th round ended Sonday (1) was aday \$4.100 after \$5.500 for minth week. Stays here a few weeks longer, but no new pieset weeks longer, but no new pieset se vet.

Capitol (Locw's) (4.820, 70-\$2.20)

Albee (RKO)** (2,200)**, 50-70— "Key Largo" (WB), and "Treasure Sperra Madre" (WB) (reissues Fairly good \$6,000. Last week, "Glass Web." (U. and "Top Hat' (RKO) (reissues \$7,000. Majestic (Fay)** (2,200)**, 50-70— "Vicki"; (2000)** and "Royal African Rifles" (AA). Good \$3,000. Last week, "Blowing Wild" (WB) and "Black Fury" (WB) \$7,000. State (Loow's) (3,200)** (70-\$1)— "Mogambo" (M-G) (2d wk). Sturdy \$12,000 after \$20,090 first stanza. Strand Silvermani (2,200)**, 50-70 —"Last of Posses" (CO) and "Flame of Calcutta" (Col.) Opened Monday (2). Last week, "Little Boy Lost" (Par), stout \$9,500.

\$1.25) "Little World of Don Camillo" (IFE) First week ending tomorrow (Thurs) looks like fair \$5.500 Stays two weeks. In ahead, "Young Carpso" (IFE) (3d wk-4days); \$4.500 after \$6,600 for second full week.

Palace (RKO) (1,700, \$1.20-\$6) — All-vande full ficaded by Betty Inition (4th-final wk). Third session ended last night (Tues.) was bre \$30,500 after \$44,400 for second

O' wis histy \$18,000 after \$20,000 (ov forith)

Riatto (Mage) (600, 50-98)—
"Str perama" (Indie) (5th wlo, fifth trame ending tomorrica (Thinrs) looks to hold with trim \$8,000 after \$1000 lor fourth week.

Rivofi (UAF) (2.092, 95-\$2)—
"Little Bay Last" (Par) (7th wlo, Sixib Starza ended Monday (2) held at lively \$24,000 after \$26,000 (or fiith week.

Radio City Music Hall (Rocket Radio City Music Hall (Rocket Cellers) (6.200, 90-\$2.40) "Mogamba" (M.G. with stage show (5th-final wk) Present round ending today (wed) likely will hit dway \$115,000 after \$117,000 for fourth

ound Trans-Lux 60th St. CL 1 (453, nest-50 "The Actess" (M-G 4th wk) Third stanza ended Sun-lay (1) held with good \$3,200-after

'So Big' Lofty \$16,000, Hub; 'Mogambo' Sturdy 25G, 2G, 'Rohe' 44G, 4th

Estimates for This Week Aster (E&Q) (1,500; 50-81,10) — Lattic Boy Lost" (Par (2d w.c), Fact \$41,500 following \$14,000 in first.

(Continued on page 18)



this exhibitor is equipped for

CINEMASCOPE

Ferguson 'Explains' Eisenhower Veto

Michigan Allied Lining Up Every Congressman In Renewal of Fight for Admission Tax Repeal

Detroit, Nov. 3.
Allied Theatres Assn. of Michian at its state convention here last cock heard the Michigan senator, lower Ferguson, defend the maket veto of President Eisenwer after Congress had removed the 20% excise tax of boxded the 20° excise tax of box-ice admissions. Delegates did t entirely understand the ex-matter which Ferguson hooked to an effort to keep the national of middle the legal \$275-billion

Scinator went on to characterize as one form of recreation decommunication America canafford to lose" and he further spressed himself as opposing confiscation of property by taxion." This was a reference to a large number of film parlors such have folded since 1946, arry blamed upon the 20'6 adassion tax. In the understatement of the year Ferguson remided exhibitors, "once you put a ry on, you have a terrible job to kie'tt off." afford to lose" and he further

Issue Is Dominant

admission tax issue, how-clearly dominated the convention Senator Ferguson hoped, "when Congress meets again I hope we will be able to offer theatres pelied." Another speaker, Robert Coyne, counsel of the Conference of Motion Picture Organizations, explained the strategy of the film industry in renewing the fight for repeal and at his urging the Allied group in this state is planning to go after each Michigan congressman individually and secure a vote promise in favor of repeal.

Another speaker, Sidney Goodman, supervisor of the Michigan State Revenue Department, made brief comments on Michigan's new business activities tax. No one yet Senator Ferguson hoped,

business activities tax. No one yet knows how much of a bite this tax will take of exhibs' earnings.

will take of exhibs' earnings.

Those in attendance at the meeting, which Ernest Conlon, executive-secretary of Michigan Allied, said was the largest ever held, were guests of Dave Idzal, managing director of the Fox, where they saw the Cinemascope production "The Robe." After this showing, they attended a dinner-dance at the Elmwood Casino in Windsor. New directors elected were at the Elmwood Casino in Windsor, New directors elected were Pearce Parkhurst, Lansing, Em-mett Roche, Hart; Morton Thomas, Menomence; T. J. O'Donnell, Iron-wood; Alden Smith, Royal Oak and Bud Kilbride, of Detroit. Re-elected directors were Al Ackerman, Irving Belinsky, Lew Wisper and Irving Goldberg, all of Detroit; Joe Denniston, Monroe; Bob Pennell, Bronson, Henry Carley, Holland, Morton Christin-

Detroit: Joe Denniston, Monroe; Bob Pennell, Bronson, Ilenry Carley, Holland, Morton Christin-sen, Muskegon; R. W. Beechler, St. Joins, Ed Johnson, Bay City; L. O. Griffin, Nanton; Glenn Cross, Bat-tle Creck; John Vlachos, Flat Rock; Frank Forman, Oxford, and Mrs. Delores Cassidy, of Midland. The directors will elect officers later this month.

RKO Theatres' 3d Quarter Net Profit, \$370,728

BKO Theatres and subsidiary companies racked up a consolidated net profit of \$370,728 (after laxes and all other charges) for the third quarter of 1953. Net profit for the similar stanza of 1952 was \$448,608.

Total consolidated net profit for

St48,608.

Total consolidated net profit for the first nine months of 1953 was \$788,331 (after taxes and all other charges, including profit of \$19,430 on sale of capital assets) as compared to the sum of \$623,411 for the same period of 1952.

Company notes that the net profit for the third quarter and for the nine-month slot is after making allowance for "extraordinary Coatges" for the installation of equipment for CinemaScope and of account of the processes.

SUES ON LOANS

Hollywood, Nov. 3
The Pacific Finance Loan Co
has filed suit in superior court here
against Boris Morris and William
LeBaron, demanding \$280,000 it
claims it loaned producers, who claims it loaned producers, who headed Federal Films. Pacific con-tends nothing was repaid. All se-curity on loans is exhausted Company declines to name pix

Yanks Haven't Yet Asked Australia About Coin Transfer to London

Transfer to London

American distribs so far haven't contacted the Australian government for authorization to transfer their blocked Australian pounds to Britain and aren't expected to do so until they have sounded out the Australian attitude to such a deal. Total amount involved is comparatively small, coming to only about £300,000 (\$840,000). The transfer was discussed in September in Washington between a Britainser in Washington between a Britainser in Washington between a Britain deal of the first power was discussed in September in Washington between a Britainser in Washington between a Britain deal of the Fittish promised that they would take the matter up with the British reasury which must approve along with the Australians. Fayette W. Allport, the MPEA's London rep, is working on the deal in London and the impression is that the British would have no objections. It's understood that current plans do not call for similar sterling transfers from any other part of the Commonwealth.

Reason given by the American distribs for wanting the pounds in

part of the Commonwealth.

Reason given by the American
distribs for wanting the pounds in
London is that it would encourage
local American production. It's
known that, due to remittances and various activities, the U. S. com-panies are short of sterling in Brit-ain and have in fact not had a sui-ficient amount of money available to cover their full dollar allocation from the British government for the year ended Oct. 1. Approximately \$2,500,000 was not picked up on that account.

GERALD SHEA OUTLINES CHAIN'S C'SCOPE SLANT

Pittsburgh, Nov. 3.

CinemaScope for the smalltown as a subject of major importance at the annual general meeting of the Shea Circult managers at the Roosevelt Hotel here this, week. While acknowledging that the Shea Circuit was committed to cooperate 100% with 20th-Fox in the matter CinemaScope, Gerald Shea, prexy of the circuit, urged a policy proceeding "cautiously" adopting the process since cost factors and potential earnings would of necessity have to be fully an-

Six Shea theatres, it was report-Six Shea theatres, it was reported, are currently installing Cinema-Scope equipment. They include Colonial, Akron: Paramonnt, Voungstown; Shea's, Eric; Fulton, Pittsburgh; Shea's, Jamestown, N. Y., and State, Manchester, N. H. CinemaScope will bow with "The Robe" in all but the Fulton, Pittsburgh, where "How to Marry a Millionaire" is set to open on Nov, 10.

mine-month slot is after makallowance for "extraordinary 2cs" for the installation of pment for CinemaScope and new processes.

Cinerama in Frisco

Los Angeles, Nov. 3.

Test California film house to Conversion to Cinemama or Orpheum theatre in San cisco, currently screening Ut's completion of its run the will be closed for remodelath. This is Cinerama" due to the conversion to Cinema in the

Teacher Stardusted

Teacher Stardusted
Hollywood, Nov. 3.
Ruth Swanson, instructor of
drama at UCLA, recently made
her film debut in Warners.
"So Blg." Since teacher became a pro, her drama class
has become so big that university officials ordered it divided
into two sessions instead of
one.

Long Narrow Houses **Face Construction Costs** To Do C'Scope Justice

Smalltown and nabe exhibitors, weighing the installation of CinemaScope equipment, are running into problems which are adding considerably to the economics of the medium. Surveys of many theatres have indicated that major construction jobs are necessary for the proper installation of Cinema-Scope.

Problem is particularly acute among the

the proper installation of Cinema-Scope.

Problem is particularly acute among the long marrow theatres which must move their serieus well forward of the proseenium arch in order to obtain the aspect ratio of 20th-Fox's panoramic screen. A New Jersey exhib revealed that reconstruction of his house would cost an extra \$7,000 in addition to the \$15,000 required for the installation of the C-Scope screen and stereophonic sound.

Position of the projection booth in many theatres, according to an exhib leader, would also involve a great deal of construction work. Certain houses with balconies find, that this upper floor interferes with the projection of the medium, with part of the picture being cut off. For the proper presentation of CinemaScope, in

ing cut off. For the proper pre-sentation of Cinemascope, in such circumstances, it's necessary to construct a new projection hooth higher in the building. Medium, it's also pointed out, requires more light, thus adding to the power costs.

ART ANDERSON SUES: LOST EYE HUNTING

Minneapolis, Nov. 3.

As an outgrowth of an accident which resulted in the loss of an eye. Art Anderson, Warner Bross. which results of the property of a farmer residing near Abert Lea, Minnesota Amusement Co. Paramount circuit advertising and publicity head, and John Whetan, a farmer residing near Albert Lea, Minn.

hunting party last year when An-derson was accidentally shot in the eye, necessitating its removal and hospitalizing him for several months. He alleges that the de-fendants were responsible,

Nabe House Prematurely Has 'Mogambo' on Marquee

Minneapolis, Nov. 3.

W. R. Frank's neighborhood house, the Boulevard, got itself "in Dutch" with the downtown indic Gopher and Metro here by announcing on its canopy "Moganubo' Coming Soon" the week that the picture opened its Gopher loop freeterm.

first-run.

Bennie Berger, Gopher owner, protested to W. H. Workman, Metro branch manager, and the latter immediately requested the announcement's removal from the canopy. The Boulevard not only hadn't bought the film yet, but even hadn't entered into negotiations for it.

20th All-CinemaScope Policy Held Hot Subject of Continued Trade Wonder

HARRY BRANDT'S DINNER

Problems of Bigotry Pointed Up In Dramatic Readings

- Over 1.000 persons, largely from show business, crowded the Grand Ballroom of the Waldorf-Astoria, N. Y. Wednesday night (28) for the testimonial dumer for circuit operator Harry Brandt, tendered by the film business branch of the Joint Detense Appeal. Edmund Waterman, co-chairman of JDA in N. Y. presented Brandt with a planne "in recognition of his efforts in the fight to protect American democratic liberties." can democratic liberties

Highlight of the might was a "dramatic reading" which pointed up the problems of bigotiv and discrimination Participants in this methoded Thelma Rutter, Paul Stewart, Jack Pallance, Everrett Sloane, Jane Pickens, Robert Strauts Jack Russell, David Pfef-ter, Eleanor Stone and Evelyn Brooks.

Committee Will Carry On Will Rogers Hospital **Duties of Chick Lewis**

An executive committee of film tradesters will take over the duties which had been handled by Charles (Chick) Lewis, executive v.p. of the Variety Clubs-Will Rogers Memorial Hospital, who died Oct. 22. This was decided at a Rogers Hospital board meeting in N. Y. last Wednesday (28).

At the behest of the board, Abe Montague, president of the Hospital, will name the exec group to take over.

In addition to being publisher of Showmen's Trade Review, Lewis had given substantial time to operation of the hospital and had taken over virtually full charge of its development over the last five years. North wing of the institu-tion is to be dedicated in his

6 DISTRIBS CHARGE PERCENTAGE FRAUDS

Greensboro, N. C. Nov 3
Loew's, 200h-Fox, Universal,
Paramount, RKO, and Warners
have individually filed actions in
Federal court here against James
Jesse Booth, senior and junior, alleging the two exhibitors defranded the film exchanges by systematically underreporting grosses up
to 1949 in various houses of theirs
in the Walnut Cove, King and
Watertown areas.

Each film, company acks the
cart to ascertain its loss and damage and to fix exemplary and puni-

age and to fix exemplary and pimitive damages

Helen Colocousis' Award

Helen Colocousis, manager of the deluce Baronet Theatre, N. Y., has won the Walter Rende circuit's "Manager of the Month" award for September in connection with the U. S. preem of "The Beggar's Opera."

Reade circuit each month offers.

Opera."

Reade circuit each month offers a cash award to the manager doing the best overall job in the combined fields of advertising, exploitation, publicity, personnel management and b o results.

is continuing with its policy of not making standard versions on any of its CinemaScope pix. Decision to continue on the present course was confirmed in N. Y. last week by Al Liehtman, 20th director of distribution, who said that it was first the exhibs own good and cer-tainly for the overall benefit of CinemaScope.

CinemaScope.

Observers are now wondering how long 20th can afford to continue with its individualistic approach to the launching of CinemaScope. This particularly in view of the fact that every one of the other studies that have announced CinemaScope projects have also let it be known that they are providing standard widescreen versions for use by theatres not equipped to show CinemaScope.

Position of 20th is simply that

to show CinemaScope.
Position of 20th is simply that it doesn't see why it should jeopardize its considerable investment in CinemaScope. By inference, 20th exers say that exhibs don't really know what's best for them and that, were the company to make available regular versions, many wouldn't put in Cinema-Scope equipment. They're also consistent in their attitude that, nulke 3-b, CinemaScope must be launched properly and that this justifies their restrictions in connection with the screens on which 20th will permit its films to be shown. shown.

Top Product

Top Product

How the 20th theory will work out in practice once the other distribs get into Chemiascope has exces wondering out lond. Some feel that 20th will not have sufficient product to satisfy all of its enstoners even with the contribution from Leonard Goldstein's Pantamen Productions. In addition tion from Leonard Goldstein's Pan-oranne Productions. In 'addition, it's pointed out that none of the 20th customers who aren't convert-ing will get any of the studio's top product. Unless all of exhibition goes CinemaScope in a big way, the product gap left by 20th will be shapped up by the rest of the distribs who appacently have no hestiancy to milk the firstruns with CincinaScope and follow up later with a 2 to 1 ratio version.

According to Edward Muhl Uni-versal's studio topper, in N. Y., Monday (1), it costs about \$200,000 to lens a standard version of a CinemaScope pic. He said he mi-derstood 20th developed a new method of reducing a CinemaScope print to a standard one, but that he hadn't actually seen it

nadut actually seen it.

Still another aspect of the double version question is stereo-phonic sound. According to 20th exces, the company will not release any of its Iduis with anything but four-channel directional sound which requires the installation of costly equipment. While the other studios haven't made their position clear is, set, it's implication that clear as yet, it's understood that most of them will make available their standard versions of Cinema-Scope pix with both multi-channel and single-channel sound.

UI Product Available In Standard or Widescreen Hollywood, Nov. 3.

Universal-International is preparing its product, for release after the first of the coming year, for projection on both standard and wide-screen, with ratios ranging from 1.35 to 1 up to 2 to 1.

Waiting for early 1954 release are "The Glenn Miller Story," "Border River," "Taza, Son of Cochlse," "Saskatchekan," "Ride Clear of Diabolo," "The Far Coun-try," "Yankee Pasha" and "Foit Laramie."

Bob Jacks Assignments

Hollywood, Nov. 3. Panoramic Productions assigned Robert Jacks to produce two of the six features on the company's schedule with a possibility of add-ing a third. Definite for Jacks are "The Raid" and "Baton Rouge."

Other properties on the program are "Princess of the Nile," "Instice Brown," "Hawk of the Desert" and "A Matter of Life and Death,"

'Pictures, Popcorn and Profits'

Chicago, Nov. 3.

The University of Chicago has arranged for Bruce Trinz, general manager of the Clark Theatre, to conduct classes at its downstown campus on the commercial motion picture. Lecture and discussion course is entitled "Pictures, Popcorn and Profits," Trinz said his thesis would be that many so-called "commercial" pix have artistic merit and have become film classics, while others designed expressly for the arty set have neither been art nor good commercial fare.

Trinz who had a 700 Chicago in the control of the commercial fare.

mercial fare.

Trinz, who books 730 films into his theatre each year, has been responsible for two innovations at the Clark, the Sunday Film Guild Program, wherein a double leature of especial merit is shown each week and the Great Films. Festival, a semi-annual fortnight of outstanding pix produced over the past 20 years.

Fourth Film Festival began Sunday (1), with choice double-features changed each day for 15 days. Among those to be shown are "Oliver Twist," "Body and Soul," "Kind Hearts and Coronets," "Open City," "Secenth Veil," "All Quiet on Western Front," "Ox-Bow Incident," "The Informer," "M," "Imitation of Life," "My Man Godfrey," and "Singing in the Rain."



The stranger came slowly out of the gunsmoke, lonely and proud, like the surly dog at his side. She could see the savage in him . . . the violence . . .

but somehow she knew she'd let him stay.

JOHN WAYNE

...They called him

"Hondo"



IN 3 DIMENSION AND WARNER COLOR

WARNER BROS. AND NEEDS OF THE PAGE

MAPO BOND - MICHAEL PATE - JAMES ARNESS
MAREN PLANE LINES TRANSCORANT - RECOURTD Nº POBERT FELLONS
DIRECTED Nº JOHN FARRENT - A ANNI FELLONS PRODUCTION
DIRECTED Nº JOHN FARRENT - A ANNI FELLONS PRODUCTION
DIRECTED Nº WARNER BROS





More French Legit Hitting Road; Reach Italy, Africa, Near East

Paris, Oct. 27.

Marcel Karsenty, top touring self company producer here, will nee six of the top hits of the last ex seasons making a 25,000-mile arnstorming trek to mark the 33d universary of this setup. Karsenvays that since the inception of tours, he has presented 188 away, engaged 1,759 actors and unit 367 decors. The sphere of the tours has been steadily building and now encompass Italy.

tours has been steadily build and now encompass Italy, th Africa and the Near East, the companies start leaving this is and will then follow each ear at three-week intervals. Each give over 100 performances in the than 50 cittes. First out is list, "Angel's Cooking," called y Three Angels" in the U. S., Jean Parades. Then two medic-Francaise actors, Jean y and Jean Yonnel, take the Hochwalder hit "On Earth As Heaven," called "The Strong Lonely" in the U. S., on the

Then Daniele Delorme, Yves Robert and Marle Ventura follow in the Jean Anouilh hit of three seasons ago, "Colombe." This will be done in N. Y. this season by Robert Joseph with Julie Harris and Ina Claire, Valentine Tessier takes the Eduardo De Filippo play, "Madame Filoume" out for an airing, and will have Henri Vilbert opposite her.

The old Jacques Feydeau farce. 'A Bug in the Ear," directed by George Vitaly, will have its share of reprise dough, as will the other successful reprise of the year, Jean Grandoux's "Siegfried," with Raymond Rouleau and Francoise Christoph.

toph.
Also planned are extra tours, out, of the regular subscription circuit, which will have a still wider radius and andience. Set up for this sideline trekking are the Edouard Bourdet play, "Hymenee," with Yvonne Printemps and Pierre Fresnay, and later the road showing of the Comedie-Francaise and the Jean-Louis Barrault-Madeleine Regular Property of the Page 1988 of the Page 1989 of the Pag

ANTON KARAS PLANS OWN AUSTRO WINERY

Anton Karas, who reached renown by composing and playing the solo zither sound track of Carol Reed's "Third Man." shortly will realize a lifelong ambitlon of opening his own Vienna "heuriger" (wine house in the Sievering suburb where he has spent most of his life. The building and equipping of Karas own tavern, to be known as "The Third Man," stems from a peculiar combination of circumstances.

from 2a peruliar combination of circumstances.

Karas was discovered by Carol Reed while the British director was shooting his Orson Welles-Joe Cotten starrer in Vienna, and brought to London where the track was recorded. When the pic began socko runs, the zither maestro found himself equally in demand. A British tour, including private performances for royalty, and the U.S. followed. Karas carned sizeable dough, far beyond the dreams of a Vienna wine house entertainer. And he saved his income.

Radio, TV Expands In Portugal; RCA in Lead

Lisbon, Oct, 27,

RCA will increase its activity in ugal in the near future. Until erently, lack of dollar permits metimes has made it impossible the Instituto Pasteur, reps of here, to comply with public mand for product. However, the contracts were filled in the including the eight 50-kilot transmitters of the Radio Europe station established years age.

Arnold Circus Musical To Preem in Manchester

London, Oct. 27

Clem Butson, Tom Arnold's aide has conceived a new type of show which he is staging for an exten-sive tour. Firm Intends to spend \$75,000 on the presentation. It is \$75,000 on the presentation. It is a spectacular circus musical. Show is of such magnitude that it will necessitate abandoning the usual spot for the pit orch in order to outld an apron stage large enough to accommodate a full-sized circus

Show will be called "Knights of the Ring," with Butson importing an array of international talent. It also will have a chorus of 25 show gals and acrobats.

"Ring" opens at the Palace, Man-chester, Nov. 4 for a five-week run. Then it goes to the Empire, Edin-burgh, for the Xmas season, with several Moss and Stoll theatre dates to follow.

Mex Legit Theatres Hit by Slack Biz; No Upswing in Sight

Mexico City, Oct. 27.

This is proving to be a tough year for all local theatres, and the usual year-end flestas and biz upswing are not expected to materialize, reveals the National Theatrical Federation. Shows are not strong enough, films being the top paid brands of show biz, particularly now when patrons are sharper entertainment buyers. People today prefer other diversions to the stage. All these were cited as main reasons for the local theatre becoming so sickly.

Not a playhouse here, even

becoming so sickly.

Not a playhouse here, even the generally popular vaude-revue spots, is in the black this year. The federation places the grand total loss in 1953, as of Oct. 15, at \$460,000. The biggest loss was the \$115,000 suffered by the newest, best theatre. Teatro de los Insurgentes, which last spring started a season of musical comedies. Impresarios regarded this house as a sure click.

sure click.

The Follies is out more than \$60,000; Ideal, exclusive legit comedy house, is \$25,000 behind, and Arena, new swanky arty theatre, deopped \$8,130 in three months. The Palace of Fine Arts (National Theatre) lost more than \$12,000 on two top-drawer shows, "Hidalgo" and "Anna Lucasta." The Margo and fris, which began their seasous big dropped \$600 each. Experimental houses lost \$57,800.

New Christie Thriller Strong London Entry

The sole legit entry in London last week was Peter Saunders's presentation of the new Agatha Christie thriller, "Witness for the Prosecution," which bowed at the Winter Garden last Wednesday 1281. Warmly acclaimed by the first-night audience and the critics, the play has a strong chance of proving to be a profitable proposition.

The cast of 30 is headed by David Herne, D. A. Clarke-Smith, Patricia Jessel and Derek Blomfield. The piece has been skillfully directed by Wallace Douglas.

Portugal's 3-D Outlook

Lisbon, Oct. 27.

The future prospects for 3-D in Portugal are not very bright Last July a tri-dimensional was presented for two weeks here and for three stanzas in an Oporto house, without very big returns. One reason for the flop was that Polaroids cost more than the price of seats in at least half of the house.

Pierre Crenesse (North American Director of the French Broadcasting System) details how Radio Diffusion

A Strong Link Between the U.S. and France

one of the many editorial features in the upcoming 18th Anniversary Number

VARIETY

Tourists Boost Lisbon Niteries

Lisbon, Oct. 27, Since September, Lisbon and Estoril hotels and niteries have been doing smash biz, thanks to Estoril hotels and niteries have been doing smash biz, thanks to the many international congresses meeting here as well as the lucreasing number of American tourists for whom a two-day stop in Lisbon is becoming a must. The last convention was International Tourist Assn., which was organlast convention was International Tourist Assn., which was organ-ized by the head of the Information Secretariat, Dr. Jose Manuel Da Costa, and the Chief for Tourism, Dr. Felner da Costa.

Dr. Felner da Costa.

All through September and October visitors have filled the popular restaurânts were "fado" is sung. An old place, The Luso, which folded last spring, has reopened under the direction of Angelo Pinto, Fernanda Peres, out of the hospital, is back at the Machado cafe while Fernanda Alves, after completing her summer tour, is back at the Mesquita,

The Ritz Club has reopened with the Almeida Cruz orch, songstress Lydia Sottomayor, Spanish dancers Rosita and Salvador; and singers Perla Levante and Mellita Martin, Mireille Robert has reopened her Tagide, which continues to be the select nightspothere, where French songstresses Lya Delby and Ruth Molly appear.

The Maxime, only nitery open all summer, has found a hit in Les Quatre New Boppers, four youngsters from Paris who do American dances. Places like the Nina, the Principe Negro, the Gato de Ouro and the Faias continue with their plush clientele. All through September and Octo-

FIRST WIDESCREEN PIX PROD. IN FRANCE

Paris, Nov. 3.
With widesercens making a firm entry here, and pix shown on the new colossal screens taking in big.

new colossal screens-taking in big coin, the French have hopped on the bandwagon and are now making their first production to be shot for widescreen with a flat version being made at the same time. Success-of-such widescreen films here as "Sangaree" (Part, "Quo Vadis" (M-G) and "Julius Caesar" (M-G) prompted this double-version pic. Film is the Gaumont-Cinephonic production of "Mutineers of the Lomanach" with Dany Robin and Amedeo Mazzari starred. It is being directed by Richard Potter, Large scale spec is being done in Eastmancolor and is a Franco-Italo production.

done in Eastmancolor and is a Franco-Italo production.
Producers claim they are making each version in accordance with the technical needs of each system. For example, they say that certain scenes are done in one take for the widescreen version, but three or four takes for the regular edition, which calls for more adequal cutting. adroit cutting

Picture is being shot with spe-il lenses for the widescreen ver-

Negro Unit Presents Revue in Glasgow

Revue in Glasgow
Glasgow, Oct. 27.

Metropole station established
Spears ago.

BCA's TV equipment will be insolved in the surgical operation of the flop was that house, without very big returns. One reason for the flop was that polaroids cost more than the price of the new University Hostil in this country and technics of the Portuguese Nacional lowill follow it closely. Luis for three disconnections of the Portuguese Nacional for the Nacional Radio, has just resent of the price of the polaroids cost more than the price of seats in at least half of the house.

It is evident that few cinemas, perhaps some in Lisbon and Oporto, will go to the expense of the Portuguese Nacional for 3-D pix. At present only the Monumental, Imperial and Eden here plan 3-D this year.

Revue in Glasgow, Oct. 27.

Metropole Theatre, known for its house, or lower new ground by featuring a company of Negro players in a "Memories of Jolson" by the preformer was English comedian Eddie Reindeer. Other artists were like Hatch, Billy Banks, Shirley Bassey, plus Ben Johnson and his dancers. In prewar days, Negro shows were popular in Scotland, but few have visited the Auld Lang Syne land since.

Rank-and-File CEA Members Nix Vote Of Council, Favor Voluntary Eady

Blame Taxes for Vaude Being Dropped in Dublin

Dublin, Oct. 27 Capitol, cine-vaude house here, will drop its vaude bill at the end of October to play solely screen fare. Stage staff, orch and dancers all have been given severance no tices. Acts were usually local, im ports seldom being used. Director say they can't operate stageshows on the tax rebate permitted at the present—30%. They have asked for the government to allow a 50% rebate, so far refused.

Elimination of stageshows will mean shuttering of the house's bars which are only allowed when a live stage performance is offered. This will leave Theatre Royal as the only major house presenting vaude to Dublin.

Amateurs Hurt Aussie Show Biz: 'Oklahoma' Is Done With Tyro Talent

Sydney, Oct. 27
Legit actors and actresses are complaining loudly here as theatre jobs decline, and more and more players are forced to turn to the overcrowed radio field for their livelihood. This is in the face of an apparent boom in legit blz, with theatres fully booked up and topflight shows pulling big trade.

trade.

Actors' Equity prexy Hal Lashwood sees main cause for such setup to the "Increase of amateurism in the legit sphere." More and more shows are being staged with professional scales in leading theatres, but the casts include amateurs. Lashwood cited the several weeks' season of "Gypsy Baron," recently at Sydney's Royal. None of the players was paid, Lashwood avers.

Eyen more dealorable, from the

paid, Lashwood avers.

Even more deplorable, from the Equity viewpoint, was the recent season of "Oklahoma" in Newcastle, with the unpaid cast. Original players of the J. C. Williamson unit were fired, but props, cosponents tumes and other production facilities were sent on to Newcastle for the local staging. Newcastle is a key industrial centre north of Sydney.

key industrial centre north of sydney.

Painting a mighty gloomy picture of life for legit performers, Lashwood said that those who resorted to radio, again found the going tongh. While big money is being coined by the commercial radio interests, economy of manpower is the rule, and "inordinate use of transcriptions" is husting performers in the purse.

Evil of the disks affects stars and small-timers alike, Lashwood believes. Stations are diagning out old pressings in which present-day names appeared as tyro players. This peactive damages the reputation of the stellar people, and keeps upandcoming thespians and musicians out of work.

W. German Screen Guild In Hassle With Actors

Berlin, Oct. 27 A big dispute has developed be-tween the Dacho, top organization of West German Screen Guilds and its sub-organization, the of West German Screen

and its sub-organization, the Umon of West German Screen Actors Latter had openly profested against the alleged high participation of foreign talent in the West German film field. The union argued this "foreign talent in revision" has resulted in more jobless actors among the local ranks and decided to bring its profest before the Bavarian Parliament, Dacho sharply criticized the action taken by its subsidiary outfit claiming it to be a matter for the entire organization. It also pointed out this contradiction—the so-called Reichenhall Agreement between West Germany and Austria.

By a last-minute appeal to the rank-and-tile membership, the officers of the Cinematograph Exhibs Assn. have succeeded in getting a majority vote for a continued voluntary Eady Fund scheme. A special session of the general council is being called for tomorrow (Wed.) to ratify the votes of provincial branches.

Although they will be a few days behind the Board of Trade's time-table, the prez has been kept informed of developments, and will await the result of Wellnesday's contabs before taking further action. The government department last month had warned the industry that uniess they came forward with a unanimous scheme by the end of October, legislation to put the fund on a statutory basis would be introduced this session of Parliament.

After reaching agreement with other sections of the industry on a compromise scheme which would net a production subsidy of \$6, 450,000 annually, the general council voted against with a majority of three. Officers of the CEA Immediately swing into action and appealed to all branches to convenience of the certain of the situation. At the same time they circularized every individual member of the association, putting the facts before them and warning them that the Issue was a straight "yes" or "no," either in favor of a voluntary scheme or of a statutory scheme. There could no amendments. no amendments.

Emergency branch meetings ere held throughout the country were held throughout the country and by last Wednesday night (28), a majority number of branches voted for the voluntary scheme. The major opposition came from Scudland where the local branch took a card vote of the membership and turned down the voluntary scheme, 154 to 76. The Scuttish exhibs now will write the Prime Minister deprecating the manner in which the Board of Trade is dealing with the problem of the Eady Fund.

The reversal of the earlier exhib decision has been received with relief throughout the industry. It was feared that a statutory scheme would have, at the very scheme would have, at the very best, been no less cripping to ex-libs than the hidustry agreed plan; on the other hand, it was feared that it night be considerably more onerous. But there was greater industry concern that the exhibs would be put out of court when they sought amelioration of the incidence of admission ta-

GREECE SETS BARTER DEAL FOR SOVIET PIX

Athens, Oct. 27.
Russian films again are being shown on Greek screens under a recently inked Greek-Soviet accord recently inked Greek-Soviet accord which set up the AnZervos distributing outfit as Importer of Moscow product. Red pictures were top guosses in Greece until the Civil War in 1948, when their release was forbidden by law.

First of some 20 Soviet feature-length films to be brought in, "The Grand Concert," broke all attendance records at day-and-date showings in two open air theatres here. Two-week run not only shattered.

Two-week run not only shattered be marks at those houses but echipsed records of other ezoners whose average run is usually four

Terms of the import deal specify Terms of the Import deal specify that the Soviet's share of money carned on rental of its product will be deposited in a blocked arcount with the Bank of Greece, These funds are to be used for paxment of Greek merchandise and foodstuffs sold in the Soviet Union. Thus, no physical transfer of Greek currency will be made to Russia.

British Warbler Set For 36-Week U.S. Tour

called Reichenhall Agreement between West Germany and Austria, which grants both German and Austrian actors full liberty to take up film jobs in their respective neighboring countries without further approval.

Payoff of this dispute is that the West German Screen Actors union has decided to walk out of Dacho, touring vaude houses.

British film Industry should vise up to the needs of its expanding market in the U. S. and establish representation in N. Y. Charles Dand, British Information Services films and publications division tapper, opined last week. Referring to the limited cooperation he had received from the British industry in putting on a British film festival at the 55th Street Playhouse in N. Y. last August, Dand said the considerable press attention that accompanied the occasion had proven what could be done to rouse public curiosity about the British imports.

about the British imports.

Dand complains that much of the load of handling the British films' public relations in this country has to be shouldered by BIS which is neither equipped to do the joh nor supposed to take it on. "We get a lot of letters here from the public, asking information about British films and what the stars appearing in formation about British films and about the stars appearing in them," he commented. "Sometimes it takes us hours to dig up the requested data. Why couldn't the British Industry appoint a man here, establish him in a small office with a couple of secretaries and let him handle both the public relations and the necessary liaison work with the companies?"

BIS is constantly asked to help.

BIS is constantly asked to help out with premieres and other things. When Universal wanted to launch "The Cruel Sea" at the to launch "The Cruel Sea" at the Fine Arts, it turned to Dand for help in making the affair a suc-cess. Amiable Scotsman is glad to oblige, but it has begun to prove a drain both on his time and on his budget,

Attitude of the British Film Pro-Attlude of the British Film Froducers Assn. in London appears to be that not too much can be expected of the American market in the first place so that it wouldn't pay to maintain a man in New York. Then, too, most of the J. Arthur Rank films are handled by Universal which presumably takes Universal which presumably takes care of publicity as well as distribution. Rank has an office in N. Y. but it's not over-active.

tribution. Rank has an office in "N. Y. but it's not over-active."
Dand says he gets frequent letters from people who would like to contact a certain British star but don't know where to write. It's pointed out that, to get the names of British film players established and to make them marquee draws—as has already happened with Alec Guinness—Is of prime importance to the British Industry if it expects to obtain wider circulation for its films. In this connection it comes as a surprise that the BFPA reportedly urred down cooperation for a N. Y. film festival on the grounds that such fetes are not of commercial value. Result was that the Playhouse wasn't able to obtain many of the toprate entries it had set its sights on.

BIS last week let it be known that it intends to step up the pace of its activities in the U. S. Org's range extends beyond pix to film strips and books. In opening a little screening room at BIS headquarters in N. Y., Dand said it was important to give Americans not only a visual impression of Britain via pix but also to provide readjug material about the country

wia pix but also to provide reading material about the country and its people.

Special booklet put together by Joe Slevin, BIS publicity topper, pointed out that to increase the circulation of its films, BIS has enculation of its films, BIS has granted franchises to a number-off new depositories. Non-theatrical bookings of BIS releases are increasing, he said, and so are the creasing, he said, and TV dates. Total of 457 BIS shorts played regular theatres between May and September 1953, and 260 were aired on TV.

RKO Loses First Appeal
Round in Jarrico Suit
Los Angeles, Nov. 3.

Paul Jarrico's legal battle for \$1,000 down and 5'.6 of her carnings. He says he collected the \$1,000 but no percentage of the carnings. He says he collected the \$1,000 but no percentage of the carnings. He says he collected the \$1,000 but no percentage of the carnings. He says he collected the \$1,000 but no percentage of the carnings. He says he collected the \$1,000 but no percentage of the carnings. He says he collected the \$1,000 but no percentage of the carnings. He says he collected the \$1,000 but no percentage of the carnings. He says he collected the \$1,000 but no percentage of the carnings. He says he collected the \$1,000 but no percentage of the carnings. He says he collected the \$1,000 but no percentage of the \$

'HOLLYWOOD, USA'

Rogell Heads SDG Subsid Prepping Vidshow

Hollywood, Nov. 3.

Screen Directors, Inc., a subsidiary of the Screen Directors Guild of America, elected Albert S.
Rogell president. Other officers are George Sidney, first vecpee;
Mervyn LeRoy, second vecpee;
Lesley Sclander, treasurer, and
George Waggner, secretary.

Group will handle a proposed industry program encompassing all branches of film production activity under general supervision of the SDG. One of the projects is a pilot film, "Hollywood, U.S.A."

Coronation Footage In C'Scope Teamed With 'Marry a Millionaire'

CinemaScoped subject on "The Coronation Parade," filmed sin London last June, heads the roster of 20th-Fox shorts for the 1953-54 season and is skedded to accompany 20th's second CinemoScope feature, "How to Marry a Millonaire" into release in November. Coronation footage previously was seen as part of 20th's chorts includes

demonstration recls.

Lineup of 20th's shorts includes 45 subjects, according to Lem Jones, 20th shorts subjects sales topper. It includes, besides the Coronation reel, 20 new Terrytoons and 10 Terrytoon reissues, all in color; six Movietone sport shorts and six Movietone "See It-Happen" pix which recreate spectacular events lensed during the past half-century. There will also be reissues of two Lew Lehr shorts.

16 STAGES AT PAR **CURRENTLY JAMMED**

Hollywood, Nov. 3.

For the first time in a year the Paramount studio is cramped for stage space. With plenty of room on other major lots, Par's 16 stages are crowded with five films in work and others in the process of set construction.

Currently filming are "About Mrs. Leslie," "White Christmas," "Sabrina Fair," "Legend of the Incas" and "Living It Up." Strain-ing at the leash is "Black Widow."

Court OKs 'Mirror' Sale To Clear Inter-John Debt

Los Angetes, Nov. 3.

Bank of America won a foreclosure suit in Federal Court,
which ordered the sale of the
Olivia de Havilland starrer, "The
Dark Mirror," produced by Nunnally Johnson's Inter-John, Inc.,
for release through Universal Pictures.

Proceeds of the sale will go to-ward payment of \$599,173 still ewed the bank on two other pic-tures, "The Senator Was India recet" and "Mr. Peabody and the Mermaid." "Mirror" - had been put up as collateral by Inter-John in 1950.

Birdwell Claims \$1,750 **Due From Shelley Winters**

Las Vegas, Nov. 3.
Russell Birdwell, publicist, attached Shelley Winters' salary at the Flamingo Hotel, claiming he has \$4.750 coming for his services as her drumbeater.

as ner grumpeater.

Pressagent declares he had a contract with the actress calling for \$1,000 down and 5% of her carnings. He says he collected the \$1,000 but no percentage of the \$95,000 he estimates as her income for the year.

125 'Robe' Prints

Hollywood, Nov. 13.
Total of 125 prints of "Theobe," amounting to 2,000,000 Robe," amounting to 2,000,000 feet and including the French version, have been completed by the 20th-Fox laboratory, all equipped with multiple mag-netic sound.

New process puts four sound New process puts four sound track on one composite release print. From now on, the lab will process every one of the studio's CinemaScope releases under that system.

Talent Guilds Vote 1% Asessment for Benefit Of M.P. Relief Fund

Hollywood, Nov. 3.
Screen Directors Guild of
America has voted unanimously to
request its membership to contribute a minimum of 1% to the
Motion Picture Rellef Fund. Membership of the guild has approached
the 100% response the past two
years.

years.

Exec board of the Screen Writers Guild has voted for continuation of the writers' 1% mandatory assessment to MPRF, despite the fact a group seeks to slice the cut in half, and substitute it with a group insurance plan. Subject is on agenda of SWG's membership meeting Nov. 17, and a floor battle on it is anticipated.

Screen Actors Guild contributes a mandatory 1% to MPRF; Screen Producers Guild plan is voluntary, with contributions ranging from one-half to 1%, and 90% of lATSE unions contribute via a vol-

one-half to 1%, and 90% of IATSE unions contribute via a vol-

FUTTER HAS GERMAN LENS WORLD RIGHTS

New German-made short focal length lens for the projection of widescreen plx has been acquired by Walter Futter, vet film exec and producer, for worldwide distribu-tion. Called Vidoscope, the lens is available for immediate delivery.

available for immediate delivery. According to Futter, the lens permits 20% more light to reach the screen and provides great sharpness of image on all sections of the screen including the corners. Mountings conform to American standards. Futter said a full line of the lenses, from 2 inches to 334 inches, stepped up to ½ inch units, is available.

Denies Collusion In **RKO Stockholder Suit**

KAU Stockholder Suit
Las Vegas, Nov. 3.
Tom Slack, attorney for Howard
Hughes in the minority stockholder suit against Hughes and RKO,
testified in Clary County Court
there was no collusion with eastern attorneys for the plaintiff.
Charges of such collusion had been
made by Bernard Reich, coast
counsel for Eli and Marion Castleman and Leo Fenerman.
Tangled suit has been filed in
NY and Los Angeles as well as in
Las Vegas, It is on the calendar
here for Jan. 4, while other hearings are set for Dec. 28 in L.A.

Piper Laurie Must Face Contract Breach Suit

Los Angeles, Nov. 3.

Breach of contract against Piper Laurie, brought by her former agent. Ted Raden, was ordered reinstated by the District Court of Appeals after being dismissed in Superior Court.

Action charges Miss Laurie repudiated a contract signed when she was 16 and approved by her mother, Mrs. Charlotte Jacobs, He wants \$3.100 or 10% of her earnings up to the time she was 21.

Mistrial in 'Hickok' Suit

Theatre Equipment Top Discussion Theme At Allied Indiana Meet

Indianapolis, Nov. 3. New theatre equipment and what to do about it took the play from all other intra-trade practices and problems in film clinics in connection with the Allied Theatre Owners of Indiana state convention.

Robert Coyne, special counsel for COMPO; H. E. Bragg, assistant chief of research for 20th-Fox, and William Rosensohn, vice-president of Boxoffice Television, were headliners on the day's program.

Clinies on the days program.
Clinies met under the chairmanship of J. P. Finnernan, for small and medium towns; Rex Carr, cities and suburban runs; and Dick Pell, driveins. A panel of insurance experts also appeared on the program to answer exhibitor questions

tions.

A new board of directors elected today will meet at the close of tomorrow's business session to elect officers for 1953-54. Speakers on tomorrow's program will include Albert S. Sindlinger, industry statistician; Abram F. Myers, general counsel of National Allied; Burton E. Robbins, National Screen Service executive, and Edward Raub, Jr., ATOI counsel.

Banguet Wednesday night will

Banquet Wednesday night will close the convention.

THEATRE TV COMMITTEE **VOTES TO CONTINUE**

Chicago, Nov. 3.

At special meeting held outside framework of TOA convention, National Exhibitors Theatre Television Committee voted to remain in existence for furtherance of theatre TV. Comprised of members of various exhib trade associations, group originally was formed only to present case for Theatre TV to FCC, which work now has been accomplished. At private session, NETTC also decided to apply to FCC for separate common carrier channels for inter-city or intra-city transmitting, or both. In another direction, outfit passed resolution to immediately recommend to manufacturers that they embark on research program anent color TV for theatres and a wide aspect ration for screen reception TV signals.

aspect ration for screen reception TV signals.

How NETTC should continue in its work and budgetary matters were placed in hands of finance committee. Named chairman of this was Fred J. Schwartz, head of Century Theatres.

Committeemen are Mitchell Wolfson, Arthur Lockwood, David Schine, J. J. Soloman and Philip Harling. Si Fabian remains head.

3-D Prestige

Continued from page 4 =

our decision before and we're go-ing ahead in 2-D," said Russell Downing.

'Sadie Thompson'

'Sadie test is

'Sadie Thompson'
However, the test is seen as
having considerable influence on
distributor-producer companies.
Columbia, which had been undecided on how to release "Miss
Sadie Thompson." will make the
picture available to exhibitors in
both the 3-D and 2-D versiorzDaramount will follow a similar

picture available to exhibitors in both the 3-D and 2-D version. Paramount will follow a similar policy on "Cease Fire."

The Polaroid Corp., is expected to continue its consumer advertising campaign with these pictures also. Polaroid officials have dates with Columbia's Paul Lazarus and Paramount's Jerry Pickman to map out tie-in bally campaigns.

In relation to the "Kate" test. Metro stressed that the business done was on the par with what may be expected of a top picture "Comparisons were made with such outstanding-MGM attractions as 'Bad and the Beautiful.' The Band Wagon.' The Merry Widow,' Dangerous When Wet,' and 'Above and Beyond.'" the company said.

Metro, noting that the reviews were not services.

and Beyond." the company said.

Metro, noting that the reviews
were outstanding, said the picture
was well received by patrons and
press. "In the 3-D towns," M-G
disclosed, "it was described as the
first quality picture to be shown
in the new medium. Some of the
critics, who were opposed to 3-D
presentations, admitted the possibility of error in their pre-opening judgment."

False Arrest **Action Hits Texas House**

San Antonio, Nov. 3.
A \$70,000 lawsuit was filed in 73rd District Court here against the Josephine Theatre by James W. Inscho who had been erroneously identified as a man who held up the theatre.

In his process.

up the theatre.

In his petition Inscho alleges that he was identified by Eva Reinhardy, a cashier at the house, on March 9 and that he was later identified and found guilty of the crime at a trial here in Criminal District Court.

Inscho alleged that as a result

Insche alleged that as a result of the false accusation he was placed in jail for about two months.

He was cleared of the charge when another man, arrested in connection with other holdups, ad-mitted that he attempted to heist the Josephine.

Foreign Versions Of 'Robe' Done on Coast, Europe Lacks Plants

Owing to a lack of proper stereo-phonic sound equipment in Eu-rope, 20th-Fox is re-recording French, German and Italian ver-sions of "The Robe" on the home lot.

Other 20th-Fox productions, including "King of the Khyber Rifles" and "How to Marry a Millionaire," will be re-recorded in the three languages for the same

SCHAEFER SUIT HITS **'SECRET' 3-D PROFITS**

Los Angeles, Nov. 3.
Breach of contract suit for \$3.500,000 was filed in Federal Court
by George J. Schaefer, veteran
showman, naming Milton Gunzburg as defendant. Plaintiff demands his as defendant. Plaintiff demands his rights as a partner in the Natural Vision 3-D process and a 50-50 share of its profits. He demands the dissolution of the Natural Vi-sion corporations and an account-ing of "secret" profits.

sion corporations and an accounting of "secret" profits.

Defendants, along with Gunzburg, are Natural Vision Corp., Natural Vision Theatre Equipment Corp., Gunzburg's wife. Vera, his brothers, Julian and Samuel, and his mother-in-law, Rose Berch. Within the last year. Schaefer claims, Gunzburghas issued 50,000 shares of stock to his relatives, who, according to the complaint, "have diverted profits to their personal use."

Schaefer asserts, that he was asked to share an equal partnership in 1950 because of his "unique salesmanship alibity in promoting maximum sales of licenses." It made the deal with Arch Oboler, he says, for the first 3-D production, "Bwana Devil." Subsequent deals were made with Warners, Columbia, and RKO for 3-D films and with Polaroid to supply glasses. Gunzburg's Natural Vision firms, the complaint states, have profited \$3.750,000 on the sale of glasses alone, and is expected to make between \$6,000,000 to \$8,000,000 as its share of 3-D pictures.

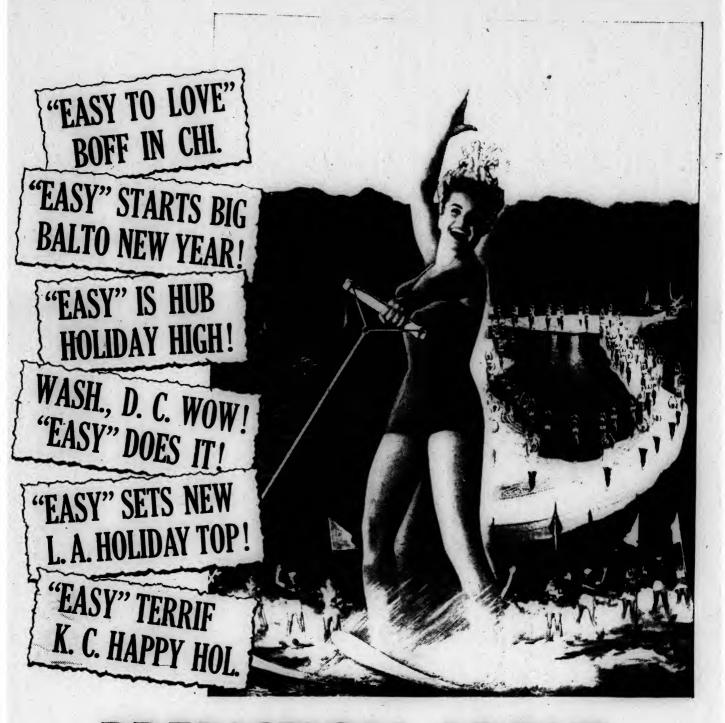
its share of 3-D pictures.

One Exhib Body?

TOA-ers have heretofor advecated an amalgamation with Allied but all proposals fell, officially, upon deaf ears on the Allied end. Allied chairman Abram F. Myers is known to be unsympathetic to any get-together, presumably unless the new organization would bear the Allied name and pursue the Allied policies. However, its also known that numerous Allied men in regional posts would be open to exploratory talks, at least, anent a merger.

Jack Kirsch, Allied topper in the Chicago area, who looked in on the trade show here today, said he could offer no official comment re any consolidation of exhib out-TOA-ers have heretofor

could offer no official comment re any consolidation of exhib out-fits. It's 'suspected though that Kirsch might favor such a move anyway, he's 'indicated that in re-cent years.



PREDICTION ABOUT M-G-M's "EASY TO LOVE"!

M-G-M's Technicolor Super-Musical "EASY TO LOVE" filmed in Florida's Cypress Gardens will play in hundreds of theatres this Christmas and New Years. We predict that such headlines as shown above will appear throughout the trade press. Do your Holiday Booking EARLY! Rush your campaign entry for M-G-M's "Lucky 7" Showmanship Contest! Big Money Prizes!

M-G-M presents In Color By Technicolor "EASY TO LOVE" starring Esther Williams • Van Johnson • Tony Martin • Screen Play by Laslo Vadnay and William Roberts • Story by Laslo Vadnay • Directed by Charles Walters • Produced by Joe Pasternak

Picture Grosses

BOSTON

Continued from page 11) Good \$7,500 following \$9,000 first

veck.
Fenway (NET) ,1,373; 50-901—
Sea of Lost Ships" (Rep). Opens tonorrow (Wed). Last week. "So Big" (WB) and "Fighting Lawman" (AA), okay \$4,000.
Memorial (RKO) (3,000; 85-\$1.85) "The Robe" (20th) (4th wk). Still lancy at \$44,000. Last week, \$51,000.

Lancy at \$44,000. Last week, \$51,000
Metropolitan (NET). (4,367; 59.90)
"Latin Lovers" (M-G) plus Julius LaRosa oistage. Opens Wednesday (4, for 5 days. Last week, "Botany Bay" (Par and "Jennifer" (AA) 2d wk), fine \$11,000 in 6 days.
Orpheum (Loew's) (3,000; 74-\$125; --"Mogambo" (M-G) (2d wk), flonsing \$16,000 or near following \$24,000 first week.
Paramount (NET) (1,700; 50-90; "Sea of Lost Ships" (Rep) Opens' tomorrow (Wed). Last week, "So Big" (WB) and "Fighting Lawman" (AA), fine \$12,000.
State (Loew's) (3,500; 74-\$1.25)
--"Mogambo" (M-G) (2d wk), Solid \$9,000 or close after \$15,000 tor lirst.

'Luther' Boffo \$20,000, St. Loo: 'Mogambo' 28G

St. Loo's Mogambo Loo
St. Louls, Nov. 3.
A reformation rally honoring
Martin Luther by 6.000 members
of the Lutheren Church (Missouri
Synod) last Sunday (1) was a big
cuffo bally for the film, "Martin
Luther," at the downtown Ambassador. Pic is socke on first week.
"Mogambo" is getting the biggest
coin with smash *ession at Loow's.
After great opening round, "The com with smaan session at Lock's.
After, great opening round, "The
Robe" still is very sturdy in second
week at the St. Louis. "Blowing
Wild" finished a nice week at the
Fox last night (Mon). Trade is
good at nearly all spots this ses-

Ston.

Estimates for This Week
Ambassador (F&M) (3.000; 60-75)

"Martin Luther" (Indie). Socko
\$20,000. Last week. "Moon is Blue"
(UA) (m.o.). \$14,000.

Fox (F&M) (5.000; 60-75)—"Glass
Web" (U) and "Back To God's
Country" (U). Opened today
cfaces.l. Last week, "Blowing Wild"

#7 B) and "Minder Without Crime"
(AA). nice \$13,000.

(AA), nice \$13,000.
Loew's (Loew's) (3.172; 50-75)—
Mogambo" (M-G), Wham \$28,000.
Last week, "I. the Jury" (UA) and
"Phantom From Space" (UA), \$12,-

Pageant (St. L. Amus.) (1,000; 901—"Kind Hearts and Coronets" (UA) reissue), Good \$3,000, Last week, "Beggar's Opera" (WB),

\$2,000.

St. Louis (St. L. Amus.) (4,000.
60-75)—"The Robe" (20th) (2d wk).
Sock \$25,000. Last week, \$33,000.
Shady Oak (St. L. Amus.) (800.
90)—"Quartet" (UA). Fine \$3,500.
Last week, "Beggar's Opera" (WE).
\$2,000.

DENVER

Continued from page 11 k, "Sea Around Us" (RKO)

Vice Squar Tabeler U

Capt Scarlett (CA), 86,000 Webber Baley, 6750, 59-85— 'Vice Squad' UA' and 'Man Tangar' UA Fair \$2,000, Last Vick 'Ft Alguers' (VA) and 'Capt' Scarlett' (UA), \$2,250

BUFFALO

Centinued from page 10)

Wild" WB and Tron Crown"

Lee Janey \$14500.

Center Part (3.000, 40-70)—"So

WB Big \$8,000. Last week.

Die Boy Lost" (Par) (3.0 wk)

'Luther' Tall \$9,000 In Port.: 'Boy' Big 8G, 2d

Port.; Boy Big 86, 2d

Portland, Ore., Nov. 3.

Biz is still perking at nearly all first-runs currently. Only two new films were launched this week. Holdovers are still the coin-getters, "The Robe" being glant in fourth Orpheum round. "Little Boy Lost" also looks big in second stanza. "Martin Luther" should hit a good total at Oriental.

Estimates for This Week

Broadway (Parker) 11,890; 65-90)

"Little Boy Lost" (Par) (2d wk). Big \$8,000. Last week, \$11,800.

Guild (Parker) (400; \$1.50) — "Beggar's Opera" (WB) (2d wk). Mid \$1.600. Last week, \$1900.

Liberty (Hamrick) (1.875; 65-90)

—"Blowing Wild" (WB) (2d wk). Fine \$6,200 in 5 days. Last week. \$11,000.

Oriental (Evergreen) (2000: 65-

rine \$6,200 in 5 days. Last week, \$11,000. Oriental (Evergreen) (2,000; 65-00)—"Martin Luther" (Indie, Tall \$9,000. Last week, "Lion In Streets" (WB) and "Vicki" (20th), \$2,300.

Orpheum (Evergreen) (1.600; \$1.25-\$1.75) — "The Robe" (20th) (4th wk), Great \$18,000. Last week, \$21,000.

\$21,000.

Paramount * (Evergreen) (3.400;
65-90) — "Lion In Streets" (WB)
and "Vicki" (20th) (2d wk-4 days).
S0-s0 \$2,000. Last week, \$5,600.
United Artists (Parker) (899; 90\$1.25)—"Eternity" (Col) (8th wk).
()kay \$5,000. Last week, \$5,500.

'Robe' Mighty \$65,000, Mont'l; 'Roman' 20G, 2d

Mont'l; 'Roman' 20G, 2d

Montreal, Nov. 3.

'The Robe' is leading all other entries with smash session at Palace. Two holdovers, "Lili" and "Roman Holiday" are doing well in second stanzas.

Estimates for This Week
Palace (C.T.) (2,625; 75-\$1.50)—
'The Robe' (20th). Smash \$65,000.
Last week, "Affair With Stranger" (RKO). \$14,000.

Capitol (C.T.) (2,412; 50-80)—
'Lili' (M-G) (2d wk). Fine \$17,000 following fine first of \$19,000.

Princess (C.T.) (2,131; 50-80)—
'Gun Fury" (UA). Fair \$9,000.
Last week, "Moonlighter" (WB), \$11,000.

Loew's (C.T.) (2,855; 50-85)—

\$11.000.

Loew's (C.T.) (2.855; 50-85)—
Roman Holiday" (Par) (2d wk).
Fancy \$20.000 after \$24.000 opener.
Imperlal (C.T.) (1.839; 34-60)—
"Take Me Home" (U) and "Out of Depths" (U). Lean \$8.000. Last week, "The Vanquished" (Par) and "Fall Guys" (Par) good \$8.000.
Orpheum (C.T.) (1,048; 40-65)—
Invaders From Mars" (20th) and "Wide Boy" (20th) (2d wk). Dull \$6.000 following \$9.000 opener.

PITTSBURGH

(Continued from page 16) session on top of \$23,000 last

week.

Penn (Loew's) (3.300; 50-85) —
"Torch Song" (M-G), Warm notices and Joan Crawford's name were expected to produce some action. But it is disappointing alabinit \$10.000, Last week, "Mogambo" (M-G) (3d wk-6 days), \$9.800.

\$9,300, Squirrel Hill (SW) (900; 50-85)— "Sea Around Us" (RKO), Fairly good \$3,000, Holds, Last week, "Beggar's Opera" (WB) (2d wk), \$1,500.

\$1.500. Stanley (SW) (3.800; 50-85)—"So Big" (WB). Everybody likes this one with Jane Wyman but few are going to see it. Week \$9.000. Last week. "Blowing Wild" (WB).

MORMONS GIVE BULK TRADE TO CINERAMA

Cincrama is having success with special groups. In Hollywood, for example, where "This Is Cincrama" is on display at the Warner Theatre, outfit has been holding special Saturday morning shows for the Mormon Latter Day Saints

STANDARD & POOR'S COMMENT ON C'SCOPE

VARIETY

Current analysis of the motion picture field by Standard & Poor's Industry Surveys takes a conservative slant on Hollywood's future. tive slant on Hollywood's future. Report notes that the hub-bub over 3-D and widescreen may eventually lead to a "new and improved form of entertainment," but at the same time it's emphasized that film stocks are "depressed" and the outlook for individual companies "continues uncertain."

Captioned "Effects of 3-D Be-coming Clearer," the analysis also asserts that the value of Cinema-Scope in conventional stories "ap-nears doubleful". Eventual place in Scope in conventional stories age the industry for 20th-Fox brain-child, it's felt, may be in a category similar to that of color—i.e. "it may be employed to supplement pictures as we know them today, without them to reason them to the color of the col rather than to replace them com-pletely."

Report predicts that "earnings of Individual producing companies will largely be determined by their ability to control costs and to produce films that satisfy the demands of the film-going public." Moreover, the analysis crystal balls, the industry faces a further threat with television's rapid growth along with the prospect of "color TV becoming a reality." In scrutinizing some 19 firms in the amusement Zeld, the study points out that practically all of them are of a "speculative rature" insofar as holding their stocks are Report predicts that "earnings of individual producing companies "speculative nature" insofar as holding their stocks are concerned.

TV Talent N.S.G.

= Continued from page 5 =

its production policy, the in in its production policy, the U studio topper asserted. This includes 3-D for which he saw interest left in some areas of the country and also abroad. He emphasized U policy of making 3-Ders only if the subject matter warranted. Final choice of whether or not to use 3-D will be left up to the exhibs.

Muhl pointed to the success of standard version pix like "From Here to Eternity" and said he drew from it the lesson that, in the long rua, it'll always be the picture and not the system that'll count at the b.o. One of the reasons U the b.o. One of the reasons U isn't sticking to any medium is the company's concern for the grassroots where, during the past few years, it has made its strongest showing, "We want to serve them," Muhl declared, "and we'd be doing us and them a disservice by forcing them into a single pattern."

tern."

U Coast exec opined that, while the finding may be hard, there isn't really a shortage of suitable seveen yarns. Mulh attends the U board meet today (Wed.) and expects to return home later this week (7). Eastern trip, he said, was routine and tied in with U's policy to maintain close touch between the production and sales ends of the company.

'Educational' Tag

Continued from page 5

ot the Worlds," "Come Back Little Sheba," "King Solomon's Mines" and "Quo Vadis,"

In Germany, admissions taxes also are slashed for films carrying a certificate of merit. Among the latter have been such imports as "The Bad and the Beautiful," 'Lili' and "Julius Caesar,' India refunds customs duties and so does South Arice whom an import like retunds customs duties and so does South Africa where an import like "The Girl in White" got singled out because of its medical theme. Holland also makes allowances in its amusement taxes, "Above and Beyond" and "The Next Voice You were singled out there.

In Japan, the Ministry of Educa-

Inside Stuff—Pictures

A column review and commentary in State Council Reporter, monthly of the New York State Council of Churches (representing Federated Protestantism), on "Martin Luther" said that "key leaders in the major denominations" and the board and staff of the National Council of Churches and the Convention of the Council secretaries have "enthusiastically endorsed the picture, and that Jewish groups whose representatives viewed it promised their support because of its "freedom of conscience" emphasis."

The article signed by Henry J. Arnold, added: "Some Catholic sets."

of conscience' emphasis."

The article, signed by Henry J. Arnold, added: "Some Catholic editors and priests also have seen it, and have said they think it is a fine production even though they do not agree with its point of view. The Roman Catholic Church seems to have taken the position to simply lignore the film. Its general reaction seems to be that expressed in the terse statements of a Catholic editor: "It's a magnificient film—about

a nereuc."

The opening paragraph of the Council Reporter review spoke of "record breaking audiences" for "Martin Luther" at the Guild Theatin In New York City, and of equally impressive business in Minneapolis, Duluth and Houston.

Scan O'Seasbhaim, columnist in the Irish Press, Dublin, writing in

Scan O'Seasbhaim, commiss in the Cott. 3 issue:

"The American theatrical and film trade paper, Variety, always has a fascination for me. What it does with the English language is no-body's business. I was struck by a headline it had some time ago: Dublin First-Runs Hit by Mushrooming of Nabes."

"What had happ-ned by our fair city, I asked myself in sudden panic. Had we been invaded from Mars or had poisonous tropical plants suidenly started to cover the city? What were these terrible 'Nabes' that were threatening us? Had we been in the dealy what we dealy started to cover the city? What were threatening us?
"I read on, to find that the explanation was simple.
"Expanding ring of neighborhood houses in new housing area is cutting down film business at first-run downtown houses here.
"A 'Nabe' is simply a suburban cinema and the threat is merely to the cinemas in the center of the city. A pity! The headline promised better."

Legal opinion backing a contemplated scheme by Ohio exhibitors to clreumvent the state's censorship of films by using closed-circuit television originating in a non-censorship state is contained in an article in the American Bar Assn. Journal by Max K. Lerner, chalman of the radio-television committee of the Federal Bar of New York, New Jersey

radio-television committee of the Federal Bar of New York, New Jersey and Connecticut.

Lerner, house attorney for Sesac, music licensing outfit, points out that the transmission across state lines by telephone, telegraph, wireless telegraph, radio or mail constitutes interstate commerce:

"It seems," he says, "that in a field clearly preempted by Congress a state would have no jurisdiction except for the appropriate exercise of its police power. A state may exercise its police power in order to protect the health, morals and general welfare. However, police power is generally executed after the commission of an act and not in advance of a situation.

Universal-International made a lot of money on Francis the Talking Mule but now it is looking for voiceless donkeys for its current picture, "Tanganyika." Script calls for two donkeys in an important sequence, but all the four-legged thesps tried out so far have insisted on braying whenever they felt like it, thereby rulning a number of takes, disrupting the sound track and making two-legged thesps forget their lines.

Four Motion Pictures for Television, Inc., veepees are exiting the company to form their own TV distribution and production firm. Dave Wolpert has already ankled, while Sy Weintraub, Joe Harris and Jim Harris are negotiating for their releases. The quartet originally sold their Flamingo Films to a syndicate headed by Matty Fox, which became MPFT.

Stanley Warner theatres in various sections of the country will serve as boxoffices for Cinerama under a plan currently being devised by the theatre chain which holds the exhibition rights to the medium. Ticket selling method is being set up not only for SW theatres in cities showing Cinerama but for outlying houses as well. Latter will make ticket reservations for people planning to visit a city where Cinerama is on display.

Joe Franklin, who runs theatres in St. John, New Brunswick, and winters in Miami, is the forefront of a civic group demanding a Royal Commission to investigate a real estate deal in the Canadian province whereby politicians allegedly would buy in a garage valued at \$35,000 at an "inflated" price of \$250,000.

Loew's may be down to one Pittsburgh theatre within the next year and a half. Front part of Ritz Theatre building, which is owned by Oliver Family estate, will be sold and converted into a store when the Loew lease on the Ritz expires early in 1955.

Minneapolis Star & Tribune has produced a 25-minute 16mm doru-mentary in sound and color, "New Wealth in the Land of Hiawatha". Prints are being loaned out, without charge, to service clubs, schools and civic groups. Narrator is Cedric Adams (natch).

10 CinemaScope Features

Continued from page 7

Mirror or Astrolite screens, Broad- Reef" probably will be berthed way situations with few exceptions there after the current run of "Latare going along, but it's under-stood that 20th will soon test an-other screen for possible approval. Industryites of 1953, with

other screen for possible approval.

Currently equipped to show CinemaScope on Broadway are the following: Rivoli, Globe, Loew's, State, Roxy, New Amsterdam Paramount, Palace and the Criterion. Radio City Music Hall is still testing various allpurpose screens but will have a Miracle Mirror surface if necessary and if it's found to be the best.

atre that doesn't have the Miracle figured that "Beneath the 12 Mile

Industryites feel that, by the of 1953, with four CinemaScope pix available, the strength of weakness of the system will be much more apparent than now. By that time, they figure, the novely of CinemaScope per se will have faded to an extent and the quality of the pictures will again be a dominant factor in determining b.o. appeal.

Which tance \$14500.

Which tance \$14500.

Which tance \$14500.

Which tance \$14500.

Center Pari 3,000, 40-70—"So and "be each held so far and three more are scheduled. All have been 100" saves such that the exception of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 15c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last week "Wings of Hawk" (U) and "Captain of 75c for childer 10. Okay \$8,000. Last will be exception of 75c for childer 10. Okay \$8,000. Last will be exception of 75c for childer 10. Okay \$8,000. Last will be exception of 75c for childer 10. Okay \$8,000. Last will be exception of 75c for childer 10. Okay \$8,000. Last will be exception of 75c for childer 10. Okay \$8,000. Last will be exception of 75c for childer 10. Okay \$8,000. Last will be exception of 75c for childer 10. Okay \$8,000. Last will be exception of 75c for childer 10. Okay \$8,000. Last will be exception of 75c for childer 10. Okay \$8,000

FOR A BOX-OFFICE LINE-UP OF VARIED ENTERTAINMENT
BACKED UP BY TICKET-SELLING SHOWMANSHIP ALL THE WAY!

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Sensualite ELEONORA ROSSI-DRAGO

CHANGE !

New Screen Bomb-shell

HAT PRODUCT SHORTAGES

exploitable English-language feaproduct. At this very opportune moment, we at I.F.E. Releasing ure attractions plus a Technicolor special for roadshow growing concern regarding possible shortage of Hollywood showman a ready-for-immediateives throughout the country and buyers and exhibitors indicate a ooking line-up of 12 pre-sold, Leports from I.F.E. representamy own experiences with bookers. Corporation can offer to U. S. bookings.

pictures which contain those ues which give Italian films a growing part of film business," Life Magazine notes—millions of mres, bigger budget pictures, picand Italian personalities with fresh, strong, unusual story val-"plus" value to the American audience. With the rapid development of American-language dubbing in the past year - "a fast Today the booming Italian film industry is producing more pictures starring both Hollywood proven American marquee value.

movie-goers have had their first opportunity to see Italian-pro-They liked what they saw and duced films in the American-language in their regular theatres. are asking for more!

areas are equipped and eager to columns, radio and television have devoted unusual attention In addition to this national preselling, we have developed for each attraction a practical, hardhitting point of sales exploitation program. Our national sales representatives in the 31 exchange help you put these showmanship to our films and star personalities. azines, newspapers, syndicated Astute editors of national magampaigns into action.

he end of this vear includes: "The Greatest Love," Ingrid Bergman's color production "The Golden Coach" starring Anna Magnani n her first English-speaking role. first new picture in four years; and Jean Renoir's new Techni-In "Sensualita," another year-end Our release schedule through

ans in the same volcanic way as Silvana Mangano did in her "Bitrelease, we will introduce a new sultry Italian star sensation, Eleanora Rossi-Drago, who, we predict, will electrify American ter Rice" debut.

AMERICAN LANGUAGE ATTRACTIONS FOR MASS AUDIENCE APPEAL

CAST

NGRID BERGMAN. The Greenest Love ROBERTO ROSSELLINI

> Out of the vast reservoir of snowballing Italian production, I.F.E. Releasing Corporation is now mapping its 1954-55 program which will include a half-a-dozen color features as part of an 18picture schedule.

dence because they know how to tinuing flow of product through perhaps you among them, have tures, properly promoted, can ring wood product. These exhibitors Many progressive exhibitors, already discovered that our feaup comparable dollars to Hollyface the future with more configuarantee their theatres a conany crisis.

III COLDIN CONTI

ENGLERINS.

111/1/11/11/11/11

With the little of the little

Creeked month

To sum it up:-The danger is not in a shortage of films, but in a shortage of vision and showmanship.

1. F. E. Releasing Corp. V.Pres. in charge of Sales 1255 S. Wabash Ave.

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> > New York 36, N. Y. LOngacre 4-4843

501 Broadway

15 Walton St., N.W. CYpress 5868 Atlanta, Ga.

Clips From Film Row

NEW YORK

Stantcy Sherwin, formerly art effector with RKO Pictures, joined Posner-Zabin agency in a similar

Claude F. Lee, national sales chief for Motion Picture Advertis-ing Service, scheduled to address the TOA convention in Chicago to-day (Wed.).

day (Wed.).

Manhattan Films International,
Inc., will distribute "Mahatma
Gandhi" in 11 western states under a deal set by Asian Film Gulld
in behalf of Louis P. Gainsborough who produced the documentary.

Keal. C. Manhattan

mentary.

Kajl G. Macdonald, veepee of Warner Bros, International, élected national president of the Warner Club, Inc., social and welfarmore Club, Inc., social and welfarmore Club, Inc., social and welfare for the film company's employees. Other officers named were Tom O'Sullivan, veepee; Larry Leshansky, membership veepee; Ruth Weisberg, welfare veepee; Ruth Weisberg, welfare veepee; Harry Mayer, social activities veepee; Barry O'Connor, treasurer; Elsie Torbach, assistant treasurer, and Max Greenberg, secretary.

CHICAGO

Manny Gottlieb, Universal dis-frict manager, back at desk after eye operation.

Jack Berendt joined Movie Sup-

Jack Bereint joined alove sup-ply Co, with father, Bill Bereintt, after military service stint. Cincrama had 200th perform-ance last week week with an esti-mated 170 sellout shows in the total.

total.

Morris Kahn, former assistant manager at Oriental Theatre, now managing Embassy in Fort Wayne, Ind., of Alliance Theatre Circuit. Jack Kirsch appointed Chi exchange area general chairman for Will Rogers drive, with Bill Devaney, Metro branch manager, as distrib chairman.

distrib chairman.

Republic staging world preem of 'Crazylegs, All-American' in Wausau, Wise, Nov. 5, with Lloyd Nolan and Elroy Hirsch making appearances. Wausau is Hirsch's hometown.

Jimmy Coston placed in charge of amusement arrangements for Cardinal Stritch dinner here Nov. 13 at Conrad Hilton hotel. He's also been appointed on the greeting committee for king and queen of Greece.

MEMPHIS

MEMPHIS

Annual convention of Motion
Picture Theatre Owners of Arkansas, Tennessee and Mississippi set
for Gayoso Hotel here Dec. 7-9.
General chairman of conclave will
be the organization's prexy, Leon
Rountree.

David Flexer, operator of the
Flexer Theatre circuit in this sector, completed installation of
panoramascope screens in three of
his mid-south branches.

The Hollywood, Memphis nabe
house, installed a 24-foot curved
screen. Theatre is operated by
James West.

Flun Howard, pipohybitting in:

James West, Elton Howard, pinch-hitting in managerial role by Joy Theatre in West Memphis, now operated by the Malco chain. Bob Saunders,

West Memphis, now operated by the Malco chain. Bob Saunders, house manager, is on sick list. M. A. Lightman, Sr., owner of the Malco theatre chain, inked a deal leasing Joy Theatre, which has been shuttered here. Pact was with Fred and Zel Jaynes, owners, which allows Malco to operate the louse for 15 years.

MINNEAPOLIS

MINNEAPOLIS

Frank Eisenberg, vet United Artists salesman, resigned to enter other business.

Republic's "Flight Nurse" spotted into one of Paramount's top local loop houses, the State, Nov. 12.

Frank Mantzke, distributing "Martin Luther" in territory. Claims picture has broken box-office records in each of airea's 15 theatres where it has played to date. Paramount is spotting it into loop Century here for a second downtown run.

Bennie Berger, circuit owner. North Central Allied presy and Northwest Variety club Chief Barker, named "Crusade for Free-com" Minnesota chairman.

With product becoming searcer, with product becoming searcer, Pacillo Paramount is show Swedish pix occasionally.

Paul Weis, Universal salesman lere elected midwest zone com-reliterman of Colosseum of Mo-ion Picture Salesmen.

Back from a Paramount home-of-effice meeting in N. Y. Harry B. I. French, Minnesota Amos. Co. cit-

cuit preny, says much of discussion had to do with the anticipated product shortage

When the St. Paul loop first-run Strand and Tower reopened last week after beig shuttered for more than two years, first in line to buy a ticket at the Strand was Mayor John Baubney.

Joseph Metzger, owner of re-opened St. Paul loop first-run Strand and Tower, told St. Paul Dispatch film editor Bill Diehl "a mighty resurgence of interest in motion pictures" prompted him to relight the louses which had been

relight the louses which had been dark for more than two years.
Robert J. Levy, film industry newcomer, an addition to 20th-Fox sales staff and will cover northern Minnesota in place of Harold Lundquist, promoted, to assistant division manager.
Theatre closings in territory have ceased, temporarily at least; also a number of shuttered houses have reopened in recent months.

DALLAS

Ray Wild, formerly a salesman here for RKO, now selling film for United Television Programs in

United Television Programs in Oklahoma and Texas.
Nelda Burkhardt joining Interstate Theatre's staff in San Antonio as assistant to Jack Chalman, the publicity director. She replaces Walter Grubbs, and was formerly associated with a Los Angeles theatre circuit.
More than 15,000 books were collected by the Majestic Theatre in Houston last Saturday at a special book collection drive sponsored by Interstate Theatres, the Houston Post and State Selective Service, Books will be turned over to servicemen.

Houston Post and State Selective Service, Books will be turned over to servicemen. The 300-car capacity Dona-Lin Drive-in opened at Loraine by Mr, and Mrs. Percy Bond. They also operate the Lore Theatre there.

ST. LOUIS

Ray J. McCafferty, Republic Pic-tures, elected head of the St. Louis Lodge, No. 9, of the Colosseum of Motion Picture Salesmen of Amer-

Wide screens installed in the Salem, a 600-scater, Salem, Ill., operated by Loren Cluster, and in the Columbia, a 1000-scat unit of the Columbia Amus, Co., Paducah, Ky.

CommaScope screens and stere-columbic sound apparatus being in-

CinemaScope screens and stereophonic sound apparatus being installed in the Varsity, Carbondale,
Ill., Rogers, Popular Bluff, Mo.,
Capitol, Taylorville, Ill., Mattoon,
Mattoon, Ill. and Will Rogers,
Charleston, Ill.
Frank Speros, owner of the
Marquette, St. Louis, in a hospital
undergoing a thorough checkup,

PITTSBURGH

PITTSBURGH

With closing of downtown Warner Theatre, which will be converted for Cinerama next month. Max Silverman has been shifted back to his old manager's berth at the Manor nabe in Squirrel Hill, Milton Weill, whom he replaces, moved to the SW circuit's Cleveland zone, where he will manage the Vogue.

Adele Sedler, former aide to radio's "Nancy Dixon" on KQV, picked by Arthur Manson as his assistant on publicity for Cinerama here. Manson recently resigned as Metro's field man in Canada to take this Pitt post.

F. D. (Dinty) Moore, former WB district's ales manager who now has his own booking-buying office here. named distributor in this territory for "Martin Luther."

Stanley-Warner's Columbia at Rrookville shuttered while Blatt Bros, has resumed operations at the Perry in Albion.

Catholic Diocese holding masses sundays and holidays in film theatre at Greater Pittsburgh Airport-Episcopalians and other Protestant groups also granted permission to hold services there.

Gilbert Gellman. owner of the Washington in Swissvale, one of three owner-distributors of the new Picto soap.

From Film Row

| Cinerama ran upwards of \$225,000 with Stanley Warner paying a portion of costs and Cinerama most of it.

of it.

The Aldine Theatre, sold last Spring to a parking lot chain for \$325,000, will not be converted into a parkade. The new owner, according to word along Vine St., plans to continue the Aldine as film house, will remodel and reopen near Christmas with "Julius Caesar."

Roosevelt Drive-in, owned by Mel Fox-Neil Hellman interests, filed snit in U.S. District Court charging "conspiratorial activities" to eight majors and two theatre chains !RKO and Stanley Warner) and asks \$300,000 in treble damages. ages

. Sam Frank, Atlantic City, N.J., exhib, is in Einstein Medical Center here for a general checkup.

Distribution of "Martin Luther in this area will be handled b Jack Engel's Screen Guild.

OMAHA

Lack Gelfand, owner of Muse Theatre here, opened roller skating rink in city. Floor will have room for 450 skaters.
Tristates unveiled its new curved widescreen at Omaha Theatre with opening of "Mogambo." Elton Benson using his new curved widescreen at the Rialto. Norlolk, Neb., with opening of "Gentlemen Prefer Blondes."

REGINA, SASK.

A drive-in Is being built at Shaunavon. Sask., by Famous Players Canadian Corp., with opening slated for next spring.

Regina's third ozoner, the Starlite, completed but will not be opened until spring. Built at a cost of \$175,000 by Isaac Berenbaum and Max Lifshitz, partners in B and L Enterprises, it will accommodate 750 cars. Manager will be Irvin Berenbaum.

PORTLAND, ORE.

Portland screens are loaded with ngle bills and advanced price

pix.
M. M.; Mesher takes over 3,400 seat Paramount from Evergreen chain next Sunday (1). Evergreen then will only have two first-runs here until the Fox is completed.

October Leaders

Continued from page 7

took 10th position. "Roman Holida," 'Par', which was second in September, is finishing 11th. "Big lleat" (Col), a newle, is showing enough to take 12th spot. "Cruel Sea" (U), playing mostly in small arty theatres, heads the runner-up pix for the month. "Caddy" (Par), fifth in the preceding month; "Stalag 17" (Par), which was sixth in September; and 'Wings of Hawk" (U) are the other three runner-up pix.

November Promising

A nice lineup of new product, launched late last month, promises to bolster trade in November, with

A nice lineup of new product, launched late last month, promises to bolster trade in November, with two holidays obviously counted on to help. "Torch Song" (M-G) started out sock in the few places launched thus far. "So Big" (WB), although a bit uneven to start out, came through with some big to solid weeks. "Blowing Wild," also from Warners, likely will be heard from additionally this month. "Sea of Lost Ships" (Rep) did sturdy trade where given real bally. "Botany Bay" (Par) was a bit disappointing on preem playdate. "Sabre Jet" (UA) was top new film the first week in Cleveland, and okay in L. A. "Glass Web" (U), also new, was good in Providence, "Appointment in Honduras" (RKO) was rated hefty in Buffalo opening stanza. "Joe Louis Story" (UA) hung up a record opening week in Detroit, his home town. "Arrowhead" (Par) finished 10th one week during the past month. "Beggar's Opera" (WB), mainly playing arty spots, did nicely, with a runner-up rating for one week. "Redheads From Seattle" (Par), inclined to be very spotty, was okay in some locations. "War of Worlds," also from Paramount.

new Picto soap.

PHILADELPHIA

Sam Stiefel's Uptown, after series of periodic vaude and bandbookings, has switched house to Negro brulesque, bodiey offering "Tropicana Revue," in addition to regular films. The Harrowgate, North Philly habe, leased by the Albert J Grosser Co., to Malcolm Carey, to be converted into a skating rink to converte the converted into a skating rink to converte the converted t

Literati

Salute to Bob Considine
Ward Greene, Bugs Baer, Barry
Faris and Bradley Kelly, as the
Banshees Awards committee for
1953, which will see Bob Considine, INS star reporter, author and
commentator, the recipient of "The
Lady," are compiling a volume of
testimonial letters from world
leaders for the occasion.

It will be presented to Considine
at the seventh annual awards
luncheon Nov. 12 at the WaldorfAstoria, N. Y.

Cleve, Pryss Anni Fete More than 30 topline acts sparked three of the season's big-gest stage variety shows in Cleve-land—all for free—to help the Cleveland Press and Scripps-Howard Newspapers celebrate their 75th birthday. Local Jukebox Dealers Assn. also collaborated by furnishing many

75th birthday.
Local Jukebox Dealers Assn. also collaborated by furnishing many recording personalities for two performances which pulled 15,000 people into the Arena last Saturday (31) and the windup revue which drew a crowd of 7,500 into Civic Auditorium Monday (2).

George Jessel flew in to act as emcee for finale produced as salute to Cleveland. Lineup of talent included Eddie Fisher, Jim Backus, Mildred Miller, Robert Weede, Arthur Loesser, Bernice Parks, George Shearing, Richard Hayman, Tommy Wonder, Margaret Banks, Sal Bucarey and Ray Anthony's orch, with all acts making boffo impression.

Fisher and other disk names doubled in a press-promoted "Jubilee Hit Tune Party" for teenagers and in sheet's "Golden-Agers Wedding Show" as part of celebration. Additions were Gaylords, Tommy Edwards; Buddy Greco, Big Jay McNeeley, Leo Diamond, Eugenie Baird, Richard Hayes, Teddie King, Johnny Andrews and bands of Al Berardi and Henry Levine of WTAM.

WTAM.

On Durability of Books

Nobody can accurately predict what books will become classics. Ken McCormick, editor-in-chief of Doubleday, and Dr. Mark Van Doren, professor of English at Co-dumbia University, author, poet and Pulitzer Prize winner, agreed in a stimulating panel on "Qualities in Books Which Make Them Stand the Test of Time." It highlighted the Friday (23) session of the 60th annual conference of the N. Y. Library Association at the Ten Eyck Hotel in Albany, attended by 800.

McCormick said, "We can't read the crystal ball"; Van Doren, "We don't know beans about which contemporary books will stand the test of time."

McCormick, who spoke from McCormick, who spoke from a publisher's view, commented that dictionaries and encyclopedias are obviously printed with a longrange perspective, and a number of other books, with the hope they may live. Book publishing is a business but it is also a gamble, stated McCormick.

Dent's U. S. Looksee

Dent's U. S. Looksee
Alan Dent, drama critic of the
London News-Chronicle, is currently touring the U. S. on an exchange grant arranged by the
State Dept. He's now in the midwest, after spending about three
weeks in New York and Washington. He'll look over theatrical activity in various parts of the country, including college, little theatre
and stock company groups, going
as far as the Coast. He's filing
occasional feature pieces to his
paper.

paper.
Critic is due back in New York early in December and will return to London during the holidays.

both U. S. and Central Europe-allied air boss, and since July has been in that capacity for British Air Chief Marshal Sir Basil Em-bry, who succeeded Norstad. Prior to being commissioned as a regular, he was in the Warner Bros. publicity mill in Burbank, and among other assignments, ran that company's successful institu-tional, the 20th anniversary of talking pictures.

Woodstock Weekly
A new weekly newspaper has
appeared in the art-literary-theatrical colony of Woodstock, N. Y.
Summer Hall is publisher and
Keithe Hall managing editor, Subscription is \$4 and carefully
marked, a good precaution in rural
publishing "payable in advance."
Masthead specially designed by
John Pike, one of the colony,
reads: "Woodstock Townsman—
Art, Music, Drama, Literature—
Only Newspaper Published in
Woodstock, Ulster County, New
York, World Famed Art Center "
Frontpage feature of Vol. 1, No.
1 is an essay on Manet by Frank
J. Reilley.

A Truly 'Grand' Hotel
Horace Sutton's "Confessions of
a Grand Hotel: Waldorf-Astoria"
(Hott; \$3.95) is great inside stuff
on mass production catering which
can be transmuted to any de luxe
inn or hostelry although it does
reach its grandest flights as
focused around this city-within-acity. Sutton name-drops like Elsa
Maxwell or Igor Cassini, hence it's
a very readable and personalized
chronicle about what it takes to
make the perhaps No. 1 hotel of
the world tick and click.
Also good light reading is Syd
Hoff's cartoon chronicle. "Oops!
Wrong Stateroom" (Ives Washhurr; \$2.95) whose subtitle, 'a seegoing tale" just about tells it.

Abcl.

"The Opera Reader" (McGraw-Hill; 8650, published last week, is an unusual as well as destrable tome. A unique compendium edited by N. Y. World-Tetegram & tome. A unique compendium edited by N. Y. World-Telegram & Sun music critic Louis Biancolli, book tells all about operas, their composers, genesis, plot, background, performances, critical comment, anecdotage—all carefully culled from works of various opera authorities and cleverly arranged. Interesting format helps make it a book for all opera lovers, readable, informative, concise and complete. The 700-page volume discusses 90 operas by 39 composers. American composers are purposely left out, Blancolli says, for a separate volume.

CHATTER
N. Y. Herald Trib columnist By
Gardner has a book commitment
to Doubleday, when and if he ever

Gardner has a book commitment to Doubleday, when and if he ever gets to it.

Daughter Madeleine of Variety mugg Leonard Traube elected elen-chief of the Bluebird, senior class annual of N.Y.'s Julia Ricuman H.S.

Wade H. Nichols Jr., editor of Redbook mag since July, '49, upord to post of associate publisher of both Redbook and Bluebook mags in addition to his duties as Redbook editor.

J. G. Taylor Spink, editor-publisher of The Sporting News, is personally handling the redistribution of his book on "Judge Landis and 25 Years of Baseb#ll." originally published in 1947 by Crowell. This fall marks the eighth printing of the book.

occasional feature pieces to his paper.

Critic is due back in New York early in December and will return to London during the holidays, to London during the London during the holidays, to London during the holidays, the heat of the books, and Ralph Gardner. Allian Morris, take Books, and Ralph Gardner. Allia

You've got a date with

crowds!



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Emotions stripped bare!... Adventure beyond compare!... with six snarling men and a red-headed woman on a thousand-mile trail of terror!

GLENN FORD ANN SHERIDAN Appointment in Honduras

ZACHARY SCOTT

Print by TECHNICOLOR

with RODOLFO ACOSTO . Produced by BENEDICT BOGEAUS Directed by JACQUES TOURNEUR • Screenplay by KAREN DeWOLF





Goldenson Rakes Distribs

manship and our 'fairyland' does make each person who enters the theatre feel as if he is a king or a part-owner in a great enterprise or a millionaire visiting his place of entertainment. If it does, then we are furnishing to the people the kind of relaxation they seek. It is to get this feeling that people will continue to leave their homes. It is this feeling that makes moviegoing a habit—a good habit. It is part and parcel of the culture which the people of the U. S. have in common. And it is being constantly improved. New ways are manship and our 'fairyland' does make each person who enters the theatre feel as if he is a king or a part-owner in a great enterprise or a millionaire visiting his place of entertainment. If it does, then we are furnishing to the people the kind of relaxation they seek. It is to get this feeling that people will continue to leave their homes. It is this feeling that makes moviegoing a habit—a good habit. It is part and parcel of the culture which the people of the U. S. have in common. And it is being constantly improved. New ways are being found to maintain this interest and this feeling.
"But if film rentals and picture shortages... are to take away that

"But if him rentais and pletters shortages . . . are to take away from the exhibitor the money that is necessary to transport our patrons into this fairyland, there will be less patrons, less money, less theatres and so less production and, therefore, self-destruction."

Enlightened Self-Interest

and, therefore, self-destruction.

Enlightened Self-Interest
Goldenson's punchline was wrapped up in his conclusion, in which he recommends "just a little enlightened self-interest on the part of producers," this being, he stated, the realization that unless the exhibitors have the product to stay in business the product on branch cannot remain "strong and healthy." He thereupon socked across his warning:

"But, let there be no mistakes about this: If the producers will not recognize these facts—if they will not act upon them—if they insist upon being the ostrich which does not see the danger and so hope to escape it, there is no reason why the exhibitor must join them in this harl-kari. Only the first two links in the vicious chain of which I spoke have been forged and there is no reason why the exhibitor must stand idly by and see the chain completed. the chain completed.

the chain completed.

Exhibitors' Money Stake
"For, after all, it is the exhibitor who has the greatest stake in this industry by approximately a ratio of four to one in money investment and, if necessary, he must protect himself whether it be by producing pictures, by financing production or in some other manner.
"I don't know of a better time to go into production than presently when the demand for pictures far exceeds the supply. I am sure new forces will be set in motion to correct this imbalance unless the producers correct it themselves with-

ducers correct it themselves within the near future."
Goldenson offered the observation—which he had done many times before—that television in a large sense is not a real film rival. He looks upon it as a competitor for man's leisure time but, he adds, "basically there are too different nedia." TV being an "at home snack" while the motion picture is "the seven course dinner at a "the seven course dinner at a sumptuous restaurant." He follows sumptuous restaurant." He follows through on the culinary analogy: "And television will no more put motion 'pictures out of business than home cooking—good as it may be—has put restaurants out of business."

business."

As a matter of fact, the execuent on, TV is "potentially motion pictures' greatest ally" and it has been neglected by films while other trades have embraced it. Goldenson was referring to TV as an admedium for pix. Although it is so peculiarly suited to advertise motion pictures, it is a fact the film industry has successfully put it to use for only a relatively few pictures, he stated.

Film industry's new technical

Film industry's new technical changes did not go by unnoticed by

New York Theatres

- RADIO CITY MUSIC HALL -MENS "KISS ME KATE" station EATHRYN GRÂYSON - HOWARD KEEL ANN MILLER Partingspland of Austra Column - Print by Technologic and Spectacolar Stable Processitation



tures again became commonplace and lost the interest of the public." Immediate and rousing reception was given Goldenson's suggestion that exhibitors might participate in production as means of protecting themselves against shortage of film product. TOA convention delegates appeared genuinely alarmed over prospect of dearth of pix and number of them, whose views were privately solicited, said they'd be willing to take crack at filmmaking indirectly, that is, via financing of producers. "I'm told that exhibition represents an investment of over \$2,000,000,000—so certainly we could afford to move in on production," commented E. D. Martin, Georgia Circuit owner. He added: "Probably not one out of a hundred theatremen knows anything about producing pictures, iyat as distributors and producers do not know about exhibition. But Goldenson's idea is a valid one; we could finance pictures. There's no question about the film shortage. A first-run theatre can play a picture three weeks but what about the smaller, subsequent houses with several program changes a week? Time was when Hollywood was turning out 500 films a year and these houses were all right. But now where are they going to get sufficient product?"

Alfred Starr, TOA board chairman, termed Goldenson's talk especially impostant

Alfred Starr, TOA board chairman, termed Goldenson's talk especially important because of his, Goldenson's, stature in the industry and number of theatres in his corporation.

si Fabian said he's been on record for years as favoring exhibitor swing into picture making. "I saw a product shortage coming five years ago and you know what happened," said Fabian. He was referring to move he spearheaded to enlist a number of circuit men in a production company to guarantee a flow of pix for themselves. They endorsed Fabian's plan at a New York meeting, it's recalled, but when it came time to put up the money most of them defaulted. Whether there will be any signed-eheck support of Goldenson's proposal now remains to be seen. Also, there's the question of antitrust legalistics. But if a show of enthusiasm alone were conclusive, exhibitors would be embarking on the greatest invasion of Hollywood in history. Si Fabian said he's been on rec

Exhib Memberships

Continued from page 3

conducted from page 3

thip committee. They said Portland, Ore., is the only territory where a TOA organization does not cxist and Art Adamson in that city is now at work on establishing one. Said Martin and Kersatoes in a joint report: "TOA is organized on sound and democratic principles, with a director from each of its membership organizations with but

with a director from each of its membership organizations with but a single vote and enjoys the envi-able position of no control by any person or group. Its strength lies in organized and effective local exhibitor organizations all working together for the benefit and protec-tion of all exhibitor interests, whether large or small first-run or subsequent-run, conventional drive-in.

Circuits as Mainstay
Chicago, Nov. 3.
While smaller exhibs have been alling out of TOA, association has falling out of TOA, association has done well circuit-wise. Entire Stanley Warner chain was a recent newcomer (Si Fabian presented Board Chairman Alfred Starr with a check for \$10,000 for dues) and it was disclosed today that Century Theatres, N. Y., has enlisted. Century, headed by Fred J. Schwartz, is first major membership coup by TOA in Gotham, where organization-minded theatremen are part of either Metropoiiwhere organization minded theatre-there organization minded theatre-nen are part of either Metropoli-n Motion Picture Theatre Own-ers or Independent Theatre Own-ers Assn.

LOOK FOR TOA TO GO ARBITRATION SOLO

Theatre Owners of America will probably go it alone on arbitration. Issue will be brought to the floor Thursday (5).

Allied Section 100 Control of the cont

Thursday (5).

Allied States Assn., which nixed the proposed arbitration plan at its recent Boston convention, will not be invited as an organization, but all exhibitors regardless of affiliation will be welcome to avail themselves of system. If the proposal goes through here, as expected, distribs will be invited to help set us the plan and the proposal goes the proposal goes the proposal goes through here, as expected, distribs will be invited to help set

Smoke-Filled Room

Continued from page 4

ers by taking board chairmanship, and McGee declared board of trustees of Cooper Foundation Theatres, of which he is general manager, wouldn't permit him to take TOA job. With agreement on arres, or which he is general manager, wouldn't permit him to take TOA job. With agreement on Reade finally, discussion centered on Martin as exec v.p. who'd move up to presidency next year. Exec v.p. title for Martin was scuttled (the wound up as one of straight v.p.'s named) but it's hinted he's still in line to succeed Reade next year. Others given v.p. chevrons by Board today were Albert M. Pincus, Myron Blank, John Rowley, McGee, Roy Cooper, A. Julian Brylawski. Other officers: Livingston, secretary; Herman Levy, general counsel; S. H. Fabian, treasurer; Mitchell Wolfson and M. A. Lightman, Sr., co-chairmen of finance committee. committee.

Committee Chairmen

Committee Chairmen
Voted to serve as chairmen TOA
standing committees were: Research, Blank and Elmer Rhoden;
Organization and Membership,
George Kerasotes and Martin;
COMPO, McGee and Sam Pinanski;
Theatre Television, Fabian, Wolfson; National Legislation, Brylawski; State-Local Legislation, Robert E. Bryant, Lamar Sarra; Legal
Advisory, Levy; Film Reviewing,
H. F. Kincey; Driveins, Arthur
Lockwood, Jack Braunagel; Arbitration, Robert Wilby, Starr; Building and Safety Codes, Henry Anderson; Concessions, Herbert Hahn,
Andrew Krappman; Theatre Equipment and Accessories, Joseph Zaro
and Lucian E. Pope; Public Relations, Elmer Rhoden, Emil Bernstecker. stecker.

Board meeting was open to all TOA-ers-convening here but not single comment heard when new personnel setup announced by Starr.

Control Meter TV

Continued from page

tion with their regular theatre business.

As for theatre TV, last summer the FCC adopted a final order which provided that applications could be made for certain frequencies for transmission of theatre TV programs on an inter-city or intracity basis. The industry could use these frequencies to establish a regular theatre service, said Fabian.

But the circuit operator com-plained that the importance of the FCC's order "has been lost" be-cause of the trade's preoccupation with new technological develop-ments. He's now aiming to awaken exhibs to the opportunities of the-atre TV.

atre TV.

Fabian makes this pitch: "No dent has been made in theatre television except the few sporting events and one opera (which have been beamed into theatres so far). The field for projecting entertainment on our theatre screens is boundless. All phases of entertainment and education are ours to command if we will only use it. With rare exception, almost every (theatre) TV program to date has been a financial success, despite the high cost, When these costs can be controlled, theatre TV, as I have said time and time again, can become a most important supplement come a most important supplement of our theatre programs. Again, I must repeat, just as in the case of shorts, stage shows, comedies, travelogs, organ music, etc., just as

Amusement Stock Quotations

(N.Y. Stock Exchange)

For Week Ending Monday (2)

19	53		Weekly Vol. in	Weekly High	Weekly	Tues.	Net Change
High	Low		100s				for week
1578	125%	Am Br-Par Ti		1434	1378	1378	- 1 ₈
4934	3814	CBS, "A"		4912	4712	483%	£ 18
4934	3812	CRS, "B"		4934	4714	48	- 8
1738	1158	Col. Pic	. 20	16	1578	157 a	+ 14
121/8	77/8	Decca	. 36	9	834	834	- 1 _N
47	4158	Eastman Kdk	. 146	4716	461/2	467 8	+ 14
1438	1058	Loew's	. 163	111/6	1034	11	1.
73/4	41/8	Nat. Thea	. 65	6	578	57 a	1 _H
3038	241/2	Paramount .	. 70	2714	2658	2678	-4 1g
3612	2738	Philco	, 84	3078	2958	3012	4 14
2938	215%	RCA		233/4	2278	2278	- 11 ₈
438	258			27/8	234	27 B	-4-314
434	314	RKO Thea :		312	33/8	31.2	- 1 N
41/4	234	Republic	. 2	3	278	278	1 _R
1214	878	Stanley War.		1038	1014	1014	
191/4	131/2	20th-Fox		1718	1612	1678	- ar f. spins
171/4	14	Univ. Pix		161/8	1534	1534	die .
6812	61	Univ., pfd		621/4	6218	621/a	-178
1718	1118	Warner Bros.		111/2	1136	1114	1 H
84	631/4	Zenith	. 54	721/4	6814	6814	04
		ck Exchange					
1734	914	Du Mont		978	958	934	+ 18
412	278			4	4	4	-
1718	14	Technicolor		1434	14	1434	+ 28
338	234	Trans-Lux	. 1	31/4	314	314	-18
		ounter Securiti			Bid	Ask	
		of Amer				158	-
						3	± 14
		Industries				3	-4 14
						42	****
		tres				10	-1
	Disne al Vol	y	• • • • • •	• • • • • • • •	. 73%	81/4	******
Actu	ai VOI	(Quotations	furnish	ed by Dr	oufus &	Col	

COMPO Strategy, Finances

in mind dropping the tax back to | Community Service Department of

the 10% level.

the 10% level.

Industry position had been that, unless the 20% load is pushed off exhibition's back, some 5,000 theatres would close. It's now admitted that, despite the rresident's veto, nothing like this has happened. Decish to alter the shape of the tax drive ties in with this realization. A good many execs also feel that, public relations-wise, it wasn't a good idea to sell the public the notion that the industry is teetering on the brink of disaster. ing on the brink of disaster,

MPAA Backing COMPO

Motion Picture Assn. of America, which had been hesitating in taking formal action anent the Council of Motion Picture Organizations, has voted to continue its support of COMPO, but with apparent reservations.

parent reservations.

At a N. Y. meeting Friday (30), representatives of MPAA member companies agreed to go along with the formula which calls for matching on a dollar for dollar basis all contributions made to COMPO by exhibitors. However, some film company exces said they were "hopeful" that it wouldn't be necessary for theatremen and themselves to put up as much money as they did over the past year.

Warmly Praised at TOA

Warmly Praised at TOA
Chicago, Nov. 3.
With respect to the always moot
issue of "public relations" for the
film industry, the official view advocated at the now-current convention of the Theatre Owners of
America favors reliance upon the
Council of Motion Picture Organizations. Said a committee report to the TOA: "COMPO still
offers the best means toward the
desired end and should be acknowledged and supported as the voice
of the industry."

TOA report, drawn by Elmer

TOA report, drawn by Elmer Rhoden, head of Fox Midwest The-atres, notes that COMPO's per-formance in the admissions tax formance in the admissions tax fight "demonstrated the power of organization." Rhoden also underlines the Hollywood Red cleanup and "collapse" of the Government's 16m suit against some film companies as showing the power of unified industry action. "These examples," stated Rhoden, "are cited only to show the need for a militant and constructive public relations program, stemming from one source and subscribed to and supported by all branches of the industry." dustry.

As for p.r. action by exhibs in-dividually, Rhoden said that much can be accomplished via the Sum-mer Vacation Movie program which he advocated last year, Un-der this, and in cooperation with Parents-Teachers groups and the

Community Service Department of the Motion Picture Assn. of Amer-ica, a series of specially-selected children's films are shown during the week at early hours and at low rates. Rhoden said it was an "un-qualified success" in all situations where it was tried last summer.

Texas Exhibs in Lead

Texas Exhibs in Lead
Chicago, Nov. 3.
Territorial breakdown on the
number of theatres which contributed to the support of the Council of the Motion Picture Organizations in the past year shows that
the Dallas exchange area was far
in the lead. A total of 1,011 Dallas
houses paid in to the COMPO
treasury, in contrast with only 380
in N. Y. and 241 in L. A.
Statistics were provided at the
Theatre Owners of America convention by Sam Pinanski. TOA's
rep on the COMPO governing
board. No explanation was given
for the predominance of the southwest in the COMPO picture.
Second area on the list of theatre representation was Minneapolis, with 822 houses sending in
money to COMPO. Other, leaders:
Boston, 590; Washington, D. C.,
572; Kansas City, 531; Atlanta, 527;
Memphis, 525, and Pittsburgh, 518.
Some circuits reported their

Some circuits reported their dues directly, as RKO in behalf of 89 theatres; Stanley Warner. 295 theatres; Loew's Out of Town, 66; Jamestown Amusement, 31, and Paramount, 43, These do not show up in the exchange area listings.

Pinanski traced the accomplishments scored by COMPO, particularly its show of strength in the 20% tax fight, and urged TOA's continued endorsement of the all-industry outfit.

'Valiant' Gets Saturation

"All the Brothers Were Valiant,"
Metro's story of New Endland,
whalers, is set for a mass saturation booking in 200 situations in
that area following a New Bedford,
Mass, preem on Nov. 3.
Mass booking is being backed
with saturation radio and TV camipaign over the Yankee and associate networks, set to follow the
successful pattern employed by the

ciate networks, set to follow the successful pattern employed by the company for "Jeopardy" and the re-release of "Trader Horn."

For the "Valiant" preem, Metro is bringing in as guests of the company film critics from key New England cities.

MOVIE THEATRE OWNERS

Stanley Woolf's Ad On Legit Theatre Page 60'



".. and for

CHRISTMAS...

Please
have
Everybody
help the
CHRISTMAS
SALUTE



...it's for the Will Rogers Hospital where everybody in show business can get free tuberculosis treatment. But I guess you know about that—You must have *started* it!"



It's your Hospital!

The Variety Clubs—Will Rogers Memorial Hospital is owned by everybody in the Amusement Industry. Anyone in the industry who needs TB attention can get it here AT NO COST... families included.

The Hospital is supported by every employee in our industry through contributions to the Christmas Salute. Everybody's protected—Everybody should share. Employers, get everyone in your organization to contribute. Employees, sign the Salute Scroll, and contribute at least "an hour's pay".

Variety Will Rogers Memorial Hospital

National Office: 1501 Broadway, New York 36, N.Y. Saranac Lake, New York

HOW LOST IS MY WEEKEND?

'Where Are They Now?' Dept.

The recent "rollcall of the network presidents" in VARIETY In-

The recent "rollcall of the network presidents" in Variety invited a number of Inquiries as to the present whereabouts of the ex-prexies. Here's the updated scoreboard.

ABC: When last heard from Mark Woods was in the laundry business (ard in semi-retirement) on the west coast of Florida. (Present prexy is Robert E. Kintner.)

CBS: Howard S. Meighan is now a veepee of the overall CBS corporate setup headed by William S. Paley as board chairman and Frank Stanton as president. (Present radio prexy is Adrian Murphy.)

CBS-TY: J. L. Van Volkenburg still in prexy seat.

Mutual: W. E. Macfarlane is dead. Miller McCllntock is in the real estate business in Rye, N. Y. Edgar Kobak is a consultant, headquartered in N. Y. Frank H. White is vacationing in Florida "between jobs." (Present prexy is Tom O'Neil.)

NBC: Merlin Hall Aylesworth is dead. Lenox Riley Lohr is in Chicago, associated with the Museum of Science & Industry. Niles Trammell is a consultant for NBC with a Miami TV application on file. Joseph H. McConnell is president of Colgate-Palmolive-Peet. Frank H. White (see above). (Present prexy is David Sarnoft.)

DuMont: Lawrence Phillips is executive veepee of USO-Camp Shows. Mortimer W. Loewi operates a TV station in Ft. Lauderdale, Fla. (Present managing director is Chris Witting, who resigns Jan. 1 to become president of Westinghouse Radio Stations.)

'Operation Operation'

Small Town Medicos to Attend Clinics Via TV Facilities in Salt Lake City

Salt Lake City, Nov. 3.

KDYL-TV and the U. of Utah
School of Medicine have completed plans for a series of tele
casts angled strictly for professional consumption that may set a pattern for nationwide use.

Basic idea is to bring to the small town medico information on medical advancements he has no time to learn about by attending time to learn about by attending cinics or lecture sessions. Tabbed "Post Graduate Medical TV Program" by Dr. John Z. Bowers, medical school dean, programs will be aired from Salt Lake's County Hospital at 7 a.m. starting Nov. 10. First series will run one weekly through Dec. 1, and then lay off until the first of the year.

until the first of the year.

According to Bowers small town physicians are on a spot to get new info. For example, Utah has some 90 towns with just one doctor and they can't leave town to come to Salt Lake for special courses. Bowers' original idea was to set up a closed circuit, but cost nixed that. He went to G. Bennett Larson, KDYL-TV prexy and the two worked out the idea of the idea after much discussion over the problem of laymen looking in on possibly emotionally disturbing sights.

It was finally decided that the

It was finally decided that the value of the airings would overweigh the possibility of breakfasts being ruined by view of an operation. No formal announcement of time of broadcasts will be made to the public to the public.

Doctors are being briefed in advance on the setup and told a spe-cial phone will be available at the hospital to handle questions dur-ing the airing. In some cases the (Continued on page 28)

'Victory' Reruns

Top 1st Ratings

"Victory At Sea," now out on the NBC Film Division syndication rerun route after last season's award-winning 26-week webbing, is drawing a couple of fancy, "look at me" postgraduate honors as a local entry. In its N. Y. Tuesday at 7 p.m. slotting over WNBT, for instance, "Victory" rates an 11.3 from ARB, against WCBS-TV's 9.9 on "Early Show" filmery, The program's Gotham score last year, when it sailed through with no particularly strong opposition as a Sunday afternooner, was 5.2.

Probably a better competitive parallel is the Chicago showcasing. The original, up against "What's My Line?" on the CBS outlet, culled a 10.6 for its first four outings. Currently—and still versus "Line"—it's enjoying a 13.4 rating.

'Night & Day' Samish

Adrian Samish, who has been in charge of the daytime program operation at NBC-TV is also moving into the nighttime phase on program development.

Samish's initial effort is on behalf of the projected Helen Halpin situation coinedy series.

TV a Major Fee Source on Scripts To Literary Agents

Literary agents have never been numerous in radio but are on the increase in connection with television where the script fees are becoming more attractive vis-a-vis 10°C. Another influence favoring literary agent attention to television is the large number of name or semi-name authors with Hollywood screen credits who are now seeking a livelihood in Manhattan. In television the big talent agencies like William Morris, MCA and General Amustment are, to no-

General Amustment are, to no-body's surprise, the biggest and have the longest lists of estab-lished scribes. But TV has created (Continued on page 42)

560 Stations Blush In Unison as Lewis B'cast Is Fouled Up

Mutual officials were still blushing this week over the incident on last Wednesday's Fulton Lewis program from Washington, during which a studio hand let loose with a foul expression that happened to be picked up by an open mike and was beamed over the full network of 560 stations.

BATTLE ROYAL FOR SAT., SUN.

The fireworks are on. The com petitive NBC vs. CBS battle for weekend television supremacy is hot, and the coming weeks will witness a bangup, knockdown, dragout slugfest with the stakes probably the highest among all the bluechips bankrollers in the video me-

Having taken over billings lead-crship for '53, the Columbia brain-trust is now going at it tooth and nail to take over the Saturday-Sun-day programming domain. Up un-til this season NBC enjoyed a field day in the weekend sweepstakes, with "Colgate Comedy Hour" as day in the weekens with "Colgate Comedy Hour" as the Sabbath anchor show and the Sid Caesar-Imogene Coca 90-min-ute "Show of Shows" strategically slotted to render the CBS Saturday night competition meaningless,

night competition meaningless.
But with the '53-'54 season less than two months old, the tables are already being reversed. If the NBC-TV echelon won't own up to it, the fact remains that anxieties over "Show of Shows" and Colgate "Comedy Hour" are mounting. Which becomes understandable when it's recognized that at stake are the two costliest shows in the whole of television, with upwards of \$12,000,000 in time-and-talent

'Toast's' 3 In a Row

Even throwing Martin & Lewis into the breach as added starters on last Sunday's (1) Colgate "Comedy Hour" failed to stem the rising tide as the competitive Ed Sullivan's "Toast of the Town" for the third week in a row took the lead in the 10-city Trendex, ratings.

In the wake of Lou Costel-In the wake of Lou Costel-lo's bowout (comic collapsed last week, with Bud Abbott going it as a single, Colgate whipped up an all-star aggre-gation, topped by M&L, with a wide nationwide ad splurge, but "Toast" copped the laurels with 37.4 as against "Comedy Hour's" 19.5.

costs involved. NBC can no more afford to blow them, either prestige or economic-wise, than to scram out of TV altogether. A lot more is wrapped up in it than just two shows, and it's obvlous that NBC doesn't intend to sit by and let the Columbia boys subject them to the same kind of treatment that resulted when Jackie Gleason, moving into the Saturday 8-9 period, knocked the opposition "All Star Revue" out of the picture.

And just as "All Star" took a beating and subsequent cancella-tion last season from Gleason, Cohimbia's now going after the Sunday "Comedy Hour." Ed Sullivan's become the pivotal "hero" in the new CBS campaign, now that his "Toast of the Town," with a budg-

(Continued on page 42)

George Jessel

What Good Is a 'Rating' If You Don't Sell the Product?

an amusing byline piece in the upcoming

48th Anniversary Number

VARIETY

Doerfer-McCarthy Gangup on Lamb Seen Motivated by Political Factors; **Expansion of TV Empire Stalemated**

TROUBLE AHEAD

Major Accounts Slated for Agency Axings Soon

Two agencies are in trouble on some major accounts which are scheduled to blow the 15% courmission houses at the end of the year. Involved are a top distillery account, an automotive client and one of the big eiggie accounts.

Sources close to one agency say its distillery-auto billings will strip the commission house of its major source of revenue, while the threatened eiggie blowoff at another agency would add up to a \$12,000,000 casualty in annual billings.

WGR \$1,600,000 Sale to Expedite **Buff TV Move-In**

More news will be popping on the Buffalo TV front, with the revelation that the I. R. Lounsberry-Leo Fitzpatrick operated WGR radio station has been sold for a reported price of \$1.600,000. This is the station long in the CBS camp but which loses its Columbia identity through the CBS acquisition of the Buffalo Evening News' WBEN (and WBEN-TV), which, in turn, had been in the NBC family for close to quarter of a century. Details of the WGR sale are being kept under wraps, but it reportedly expedites the VHF picture in that city, with the sale made to one of the four interested groups in bidding for Channel 2. New VHF'er is, of course, NBC bound, the net effect of which will bring longtime CBS entry, WGR, into the NBC fold with the exNBC WBEN going Columbia.

Report is that the new TV-bound openers of WGR, tried to interest.

NBC WBEN going Columbia.

Report is that the new TV-bound owners of WGR tried to interest Niles Trammell in moving into the operation, but it's understood he declined it. Trammell is currently awaiting action on his Miami TV bid.

H'wood Hot on RCA's 4.000-Mile Tint Relay: Live Excellent, Film NSG

Hollywood came to Burbank, saw RCA's compatible television color, and was conquered by the razzle-dazzle of every hue in the rain-bow. Four 14-inch color receivers placed alongside equivalent black and white sets, to demonstrate compatibility, were set up in NBC's Burbank studios to accommodate compatibility, were set up in NBC's Burbank studios to accommodate two groups of 300. Early hours of 9.30 and 11 a.m. for the demonstra-tion were necessary so that the fa-cilities of the special Bell System relay could be returned by 11:30 for the resumption of normal busi-ness.

ness.

Applause greeted most of the segments, and especially appealing to the large turnout of ad agency exces was the showing of packaged products. Understotement of the day was Ed Herlahy's quote, "It looks better in color."

In the live portion of the pro-gram, the picture was clear, sharpgram, the picture was clear, sharply defined and in quality was softer
than black and white without qualitative loss. In a 10-inute showing
of standard color film shot in England in Technicolor, there was noticeable lack of definition and
clarity due perhaps to the lighting.
Half-hour program transmitted
(Continued on page 28)

(Continued on page 28)

Rumors that political motives are involved in the FCC's holdup of plans of Edward Lamb, attorney - broadcaster - publisher and Democratic Party contributor, to expand his TV empire were heard here yesterday (Mon) as efforts to learn why his routine applications have been delayed proved unavailing.

ing.

All that's known is that Comr.

John C. Doerfer, récent Republican appointment to the Commission from Wisconsin, wanted to look further into Lamb's qualifications, which had been cleared in a previous Commission Inquiry, before acting on various Lamb applications. plications.

fore acting on various famib applications.

Among questions being asked here are whether Sen Joseph McCarthy (R-Wis.), who reportedly has been gunning for Lamb because of his onetime association with the National Lawyers Guild, is behind Doerfer's action.

Bellef that political considerations are involved in the FCC delay was implied in a petition filed last week by Lamb asking immediate action on his applications. Alleging that "no new fact has been produced to throw into reasonable issue at this time the personal qualifications of Edward Lamb," the petition asserted:

"Even the Commission is bound by some of the simple basic elements of due process of law, and a change of complexion of administration cannot warrant the evolvement of any constitutional principles of fair play... The Commission may not, under law, act upon (Continued on page 42)

(Continued on page 42)

Skelton to CBS: Berle, Who Dat?'

Although his sporsor, Geritol, and CBS-TV exces are of a mind in their combined feeling that the shifting of Red Skelton to Saluraday evening at 7 would redound to everybody's credit, there's one major snag. Skelton. Comic, slotted in the Thesday 8 30-9 period opposites Millon Beile, still feels that he's got what it takes to whittle down the Nielsen, and the Trendex on the high-rated Berleit the client and the network play along with his conviction. Thus far Berle's had all the best of it in the rating returns, despite CBS' own faith in the Skelton concedies. Network, however, likes the Saturday at-7 idea because of Skelton's big kid draw and the lack of any competition at that time.

FUTURE OF 'BONINO' STILL UP IN AIR

Bonino," the Ezlo Pinza starrer sponsored by Philip Morris on NBC-TV, may not get-past its first cycle. Confronted with a r-port on cancellation, a spokesman for the Biow agency admitted that there has been some talk of axing the half-bour situation comedy but said yesterday (Tues.) that "neither the client nor the agency has come to a final decision."

"Bonino" is a Talent Associates package with Fred Coe as exeo producer. Deting of thirteenth show is Dec. 4.

Kampel Resigns MCA

Dan Kampel has resigned from the Music Corp. of America, where he worked in the radio-TV department. His future plans are still unresolved. Meanwhile he's leav-ing for a brief vacation. Kampel joined MCA nearly three years ago,

REVOLT OF MUTUAL AFFILIATES MAY LEAD TO NEW NETWORK SERVICE

against Mutual involving the establishment of a new national prograin network service by the disedent affiliates loomed this week on the eve of a Mutual Affiliates Advisory Committee meeting in New York today (Wed.) to discuss ways and means of stemming the protests against the web's new pro-grams for payment plan.

grams for payment plan.

A group of the dissident stations, it was learned, have discussed the possibility of live program service on a national scale with an eastern packager. Under plans evolved thus far, the service would consist of top live programming supplied by the packager, with the stations absorbing the program and cable cost. No transcriptions or syndicated shows would be involved—the programs would all be live and exclusive with the member stations. Initial plans call for the first such shows to originate from such shows to originate from Washington, in the form of news programs. Entertainment and other features would be developed sub-

features would be developed subsequently.

The network would be a program service, involving no sales setup. All shows transmitted via the web would be sold locally or via national spot. Feeling of the planning group is that since under the Matual sctup the only way the stations can make money on their network affiliation is by selling the 14 hours per week of free co-opprogramming they get in lieu of station compensation for Mutual's commercial network shows, why should they carry any of Mutual's five hours daily option time, at all, when they don't get paid for it. If local or pational spot is the sole source of coin, they say, then let's make the schedule one which can whelly be sold locally.

Group of dissidents, before makes and the schedule one which can wholly be sold locally.

wholly be sold locally.

Group of dissidents, before making any move, is awaiting the results of today's MAAC meeting in N. Y. Meeting is one of the Committee's regular four-per-year, but it's been moved up a month because of consternation over the intensity of affiliate opposition to the plan. Committee will reappraise the new payment plan, possibly with an eye to softening it to meet station objections. Meanwhile, Mutual has deferred all action on new sales formulas until after the meet.

Likewise, the group of dissidents

after the meet,

Likewise, the group of dissidents won't take any action on the proposed new network until after the results of the meeting are transmitted to them. Then they will send out questionnaires to all Murial affiliates and to indies all over the country for r action to the idea. If the Mutual plan isn't revised to their satisfaction and if enough affiliates are willing to go along with the new network, they'll then launch the project. If this is done, it's likely to create the greatest crisis Mutual has ever faced in its existence.

Gen. Motors Axes Panoramic Grid

Panoramic football on TY isn't General Motors' cup of tea. The telecast a couple weeks ago on the GM-sponsored NCAA gridfest whereby the cameras were shunted to four different games in various sectors of the country, giving the viewer only a partial pickup of each contest, drew such over-whelming beefs that GM served no-tice on NBC to forget the whole tice on NBC to forget the whole thing in the future. Next "Panorama Football" after-

Next "Panorama Football alter-moon was scheduled for Saturday (7), but change of plans will now find the sponsor splitting up the TV network into four regional bookups permitting full pickup of games for north, south, east and western viewers

"Panoramic football" pickups is not new in terms of radio, with manager of WPIX, N. Y., for over CBS having followed the policy in lecent years, but in those instances the announcers would return periodically to the same games.

Louis Ames Upped

Louis Ames, acting program manager of WPIX, N. Y., for over a year, has been upped to program manager by v.p.-general manager the announcers would return periodically to the same games.

Possibility of a fullscale revolt REX & LILLI SET FOR 'STEEL HOUR' DRAMA

Rex Harrison and Lilli Palmer will make their first full-length dramatic appearance on television on Dec. 8 via the new "U.S. Steel Hour" on ABC-TV. They'll play the leads in "Man in Possession," a comedy by H. M. Harwood.

John Haggatt will produce for

John Haggott will produce for the Theatre Guild, and Alex Segal directs.

WPIX Launches 'Satellite' Setup

WPIX. inaugurating the widely-discussed "satellite" programming operation for the first time, will permit UHF stations at the indie's periphery to pick up off-the-alr shows. Plan becomes effective Tuesday '101 when WTVU. Scranton, Pa. picks up the station's "Parade of Sports" block. WLEV-TV. Bethlehen, Pa., starts sports pickup the seeond week.

Negotiations for other "satellite" stations are under way in Troy, N. Y., North Adams, Mass., Kingston, N. Y., and two cities in Connecticut.

Fred M. Thrower, v.p. and stations general manager, hopes to

Fred M. Thrower, v.p. and stations general manager, hopes to expand initial sports block pick ups to top WP1X program features. N. Y. Daily News station expects to increase its audience potential, now at 4,000,000, to 6,000,000 viewers. Station will keep "feed" sports pickups in N. Y. to more distant stations.

Detroit Cries 'Sabotage' As U.S. Steel 'P.O.W.' TV Show Blanks Out Midway

Show Blanks Out Midway

Detroit, Nov. 3.

A blown condenser at W\$YZ-TV
here touched off the strongest public reaction the station has everexperienced, with the station's
switchboard deluged with calls and
the station swamped by thousands
of letters and petitions. The condenser blew last Tuesday '27'
while the station was showing U.S.;
Steel's presentation of "P.O.W."
via ABC-TV, and the video blanked
just at the midway point where
the program showed Chinese Communists torturing American GI's.
Immediate reaction was a cry of
"sabotage!," with many of the
viewers believing that some Communist had purposely cut off the
video at that point. While the
video was out, from 10.03 p.m. to
10.30 'audio was still on', station's
switchboard was swamped. The
ext day, letters and petitions demanding the program be shown
again poured in. Newspapers took
the story up with front page treatment.

As a result, WXYZ-TV cancelled

ment.

As a result, WXYZ-TV cancelled tonight's (Tues.) showing of "TV Hour" (the alternate week show-case to U. S. Steel, which is now sustaining but will be sponsored by Motorola as of Dec. 1) and instead will repeat the entire "P.O.W." via kinescope. Station won't charge Steel for the rerun.

Jack Webb ('Dragnet') Set as Berle Guestar

Jack Webb, star and director of NBC's tele's "Dragnet," will make his first eastern entry via the Milton Berle sbow on Dec, 1. Lastine "my name's Friday" got dragged away from his own show was for the Coast originated Martin & Lewis "Comedy Hour" starza last season.

Week before the Webb workout, Berle's guestars will be George Raft and Patrice Munsel.

Louis Ames Upped



DANNY O'DAY AND HUMPHREY HIGSBYE ERSONAL MANAGEMENT LOUIS W. COHAN 1776 Broadway, N. Y.

Bernstein Doing 'Omnibus' Opera; **Set BBC Exchange**

Leonard Bernsteln has Leonard Bernsteln has been commissioned to compose an original opera by the Radio-TV Workshop of the Ford Foundation, for display on the Foundation's "Omnibus" Sunday afternoon showease on CBS-TV. Bernstein is already at work on the opera and it's scheduled for a premiere TV presentation next March. This will mark the second opera commissioned specifically for TV, with Menotti's "Amahl and the Night Visitors" now an established fixture on the NBC-TV Opera Theatre schedule. Bernstein's opera Is being based

Bernstein's opera is being based on a J. M. Barrie Biblical story and will be called "The Boy Da-vid." Exact length has yet to be determined.

Presentation of "David"

Presentation of "David" may also mark the inception of a regular operatic repertory troupe for "Omnibus" (instead of tieing in with the Metropolitan Opera Co., as last year). Such a move, however, is still under consideration.

Meanwhile, Radio-TV Workshop, as an "international goodwill" gesture on the TV front, is planning a U. S.-British programming exchange in connection with its other network show—the Sunday afternoon "Excursion" on NBC-TV. Later this season one of the "Excursion" shows will be sent to London to do a show for BBC audience, with the latter responding in kind and sending over here for "Excursion" a "typleal kid-slanted British presentation."

Seniority List

Indicative of the turnover in broadcasting is the seniority showing that ABC prexy Rob-ert E, Kintner, in the No. 1 ranking spot, has served less than four years; Rankings follow:

- 1. Kintner, president of ABC since Jan. 1, 1950,
- 2. J. L. VanVolkenburg, president of CBS-TV since July 16, '51.
- 3. Chris J. Witting, managing director of DuMont since June 18, '51, 'On Jan, I he be-comes president of Westing-house Radio Stations with Ted Bergmann assuming command. command.
- 4 Adrian Murphy, president of CBS Radio since March 14, 52.
- 5 Thomas F. O'Neil, president of Mutual since May 31, '52,
- 6 David Sarnoff, president protein of NBC since de-parture of Frank II. White on Aug. 7, '53,

Car Struck

Just as in years past Procter & Gamble and the other major soap companies slanted their daytime programs to the housewives in the kitchen for maximum sales impact, the auto manufacturers, with 1,000,000 new models coming up in the next couple of months, are desperately in search of a program formula specifically designed to attract the autoist.

Auto makers figure the guy's who's buying the next car is the one who already has a car. And they want to reach him where they know he's listening—in the auto. But how to get his attention is something else again. There's a minor Fort Knox fortune for the guy who comes up with the right answer.

Address any of the major companies in Detroit, or their agencies.

'Get Life Line to Sherman Adams' NARTB Dist. 2 (N.Y.) Tells B'casters

GIN IN A BIN

Press Gets Looksee at Margaret Arlen's Basement Transformation

Press Gets Looksee at Margaret Arlen's Basement Transformation

Margaret Arlen's redecoration, refurnishing and refurbishing of a sore spot N. Y. basement apartment in the East 50s, given vivid actuality-type development on her WCBS-TV morning show for the last month or so, went a step further last week when the CBS flagship staged an open house coaktall party for the press in the four roomer. What they saw was an almost incredible transformation from a sub-standard "apartment" iformerly a coal bin to a decorator's delight. The gang was taken through a step by step route of how the snazzy layout was developed after the show's scripter, Mary Conley, rented it with a view toward "just fixing it up into a livable place."

Probably the most ambitious feature ever attempted and successfully completed by Miss Arlen on her TV'er (aided, undoubtedly, by her long tenure in radio), she's been given a pre-Xmas gift with her half-hour strip extended 15 minutes to 9:45 by station program director Hal Hough.

A stronger "Government relations" effort, including the imperations" effort, including the imperations "effort, including the imperations" effort, including the imperations "effort, including the imperations" flefort, including the imperations "effort, including the imperations" flefort, including the imperations "effort, including the imperations" flefort, including the imperations "life line" to Sherman Adams and others at the White House dealing "with appointents; a keener awareness of the human factors in emolitents; a keener awareness of the human factors in emolite live live in the proving refers the White House dealing "with appointents; a keener awareness of the human factors in emolite live live the energy to contacts, and a greater member radio station encolment were three of the main there of the human factors in emoliter the white House dealing "with appointents; a keener awareness of the human factors in emoliters to she human factors in emoliters the White House dealing "with appointents; a keener aware ne

NBC-TV Hits Peak 144 Affiliations

NBC-TV is currently riding with NBC-TV is currently riding with 144 affiliates of which all but 18 are on the air. The peak figure, based on affiliate pacts since the web's last compilation in July, was reached with the signing of an even dozen that are in operation plus 15 skedded to enter the video sweenstakes cheetly.

even dozen that are in operation plus 15 skedded to enter the video sweepstakes shortty.

On-the-air pactees and ownerships are: KRBC-TV, Abilene, Tex., Reporter B'casting Co.; KXLF-TV, Butte, Mont., Television Montana; KERO-TV, Bakersfield, Cal., Kern County B'casters, Inc.; WROL-TV, Knoxville, Tenn., Mountcastle B'casting Co., Inc.; WTOK-TV, Werdidan, Miss., Southern TV Corp.; WICS-TV, Springfield, Ill., Plains TV Corp.; WNAO-TV, Raleigh, N.C., Sir Walter TV, Inc.; WSJS-TV, Winston-Salem, N.C., Triangle B'casting Corp., VEDD-TV, Wichita, Kan., KEDD, Inc.; KMO-TV, Tacoma, Wash., KMO Inc.; KNOE-TV. Monroe, La., James A. Noe; KETX, Tyler, Tex., Jacob A. Newborn Jr.

On the affiliate chain with an on the air soon soon" tag: KTVA, Anchorage, Alaska, Northern TV, Inc.; KOA-TV, Denver, Metropolitan TV, Inc.; WFIE-TV, Evansville, Ind., Premier TV, Inc.; WIS-TV, Inc.; (Continued on page 36)

WROW Strike Off

Albany, Nov. 3
A stronger "Government relations" effort, including the impera-

N. C.

Mayor Erastus Corning, in welcoming the 112 registrants at a luncheon in the Empire Room, emphasized the challenges and contributions of radio and television.

E. R. Vandeboncoeur, president of WSYR and WSYR-TV. Schenectady, who as district director introduced the speakers at open meetings, reported that 53 of the 67 member stations were represented—as good a showing as District 2 had ever made. He joined Fellows in urging increased membership "to do a better job for ourselves as well as for those who do not belong." as well as for those who do not be-long."

Fellows and Hardy, chief speakers

Fellows and Hardy, chief speakers the first afternoon, stressed the importance of government relations, They, with Vandeboncoeur, did not think that phase rated a place as low as it received in the 19-point questionnaire circularized among Association members, to learn the type of subjects most desirred for discussion at the district confabs. Fellows called government relations one "of top importance." Hardy, in a provocative address graphically phrased, said, "we have what amounts to a substantial problem in the White House"—establishing a life line to Presidential (Continued on page 42)

(Continued on page 42)

Reps in Blast At **NBC ROSA-H Plan**

Chicago, Nov. 3.

Sustained attack upon the networks and NBC in particular, launched early this fall by the Station Representatives Assn., continued in high gear last week as Tom Flanagan, SRA managing director, hit out at NBC-TV's ROSA-H plan. Speaking at a meeting of the Chicago Television Council, he termed the new daytime sales plan an "invasion of television spot business" and said the networks have devised a new motto for stations: "Loyalty, sacrifice, obedience and humility."

Flanagan called on the stations to refuse to accept the ROSA-H plan, declaring that the fate of the plan is "entirely up to the stations." "If they 'stations' believe it will lead to further incursions, they will act accordingly," he said. Unless the stations exercise "extreme vigilance," he added, "the patterns of radio, good and bad, will automatically be fixed upon television."

Flanagan also called upon stations to resist network pressure to name the network spot sales Chicago, Nov.

Albany, Nov. 3.

Robert H. Jones, Hudson Valley Broadcasting Co. attorney, announced that a strike of WROW announcers and specialists, scheduled by AFTRA for yesterday (Mon.) noon, has been cancelled. "Representatives of both parties," he said, "will neet at a suive of the International Brotherhood of Electrical Workers, AFL, which represents the company's engineers, in an effort to solve our mutual problems." AFTRA national representative, explained that the dispute involved management's recognition of AFTRA as bargaining agent for WROW's air personnel, both radio and television.

Flanagan callied on the Stations to refuse to accept the ROSA-H blan, declaring that the fate of the plan, declaring that the fate of the plan is "entirely up to the stations." "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they stations believe it will lead to further incursions, "If they station

BERLE VS. HOPE A TV POSER

Jessel's Logic

"ratings" for broadcasts—"I know Bernard Baruch, who could buy out the whole company, ain't got a listed phone." as he puts it—

is now focusing his personal intra-industry campaign around William Zeckendorf. The realty tycoon, whose fabulous metropolitan New York real estate deals (Chrysler Bldg., etc.) have been P. 1 news. was on Jessel's ABC-TV show a couple of weeks ago.

"I just found out." says Jessel, "that Zeckendorf's Webb & Knapp real estate company has 43,000 stockholders and there are at lest three lookers per set, and all these 43,000 were notified about the boss making a rare TV appearance on my show, so it's reasonable to assume that maybe 10,000 people from that one source alone were interested. But do you know something—under 6% of those people have listed telephones. So how is the Flintex' (Jessel's made-up-word for these polls) gonna get to this important cross-section of lookers, and how could they get an accurate rating on that basis? But a lace Max in Passaic is listed in the phone book and that's could be a listed in the phone of the polls of the phone of t

CHUM'S 'Go for Broke'

Housewives Laud Canadian Radio Station's Risky Daytime Overhaul

Toronto, Nov. 3.

Toronto, Nov. 3.

In a daring experiment, based on Canadian housewives' survey complaints. CHUM, Toronto, will switch to melodic music during the 8 am. to 5 pm. segment and toss out soap operas, quiz programs, hilbilly and bebop sessions and, particularly, the lengthy interrupting chatter of disk jockeys. Undercover plan, without prior press announcement, went into effect Monday (2) and, according to Leigh Lee, program director of CHUM, Toronto, will be tried out for six months "even if we are cutting our throats financially." Meanwhile, majority of daytime sponsors are going along on interpolated spot announcements only.

Says Lee: "We've got to shut up those disk jockeys and stop screaming sales messages. Let's keep it to friendly chats. Since we announced the new policy, we've been flooded with 'phone calls for enthuslastic housewives, plus heavy mail, endorsing the drop of certain routine programs that have been carried for years. From now on, at CHUM, the disk jockey will name the title and the orchestra or solo-ist—and put on the record: all deejay chatter on this station is out."

Lee claim is that, according to

Lee claim is that, according to accepted listener radio surveys, only an average 20% of homes equipped with radio sets have them turned on during daytime; this a stlent indictment of soap operas,

(Continued on page 28)

FCC Looking Into Act of Providence

Washington, Nov. 3.
FCC will hold hearings in two FCC will hold hearings in two weeks to determine whether WPRO in Providence, R. I., which received a VHF permit after a \$295.000 'payoff' to competing applicants, shall be allowed to go on the air. The station's plan to commence operations around mid-October was stayed by the Commission after a protest by a UHF permit holder, who charged that the "payoff" was an "unconscionable" consideration and the authoribta' consideration and the authorization "questionable."

zation "questionable."

The hearings, to be held before an examiner to be designated, will take testimony regarding an agreement between WPRO and the competing applicants, including "the rature of the specific benefits, detriments, services, or other considerations provided for ... with specific reference to option rights, monetary considerations, and other benefits" to persons connected with the former contestants.

In addition to the hearings.

In addition to the hearings, seneduled for Nov. 18, the full Commission will hear oral arguments on certain legal aspects of the case.

'Herald of Truth' TV **Budget of \$1,400,000**

Abilene, Tex., Nov. 3.

"Herald of Truth" nationwide radio series directed by the Highland Church of Christ here, has scheduled its television premiere for Feb. 12, 1954. A budget of \$1,400,000 has been adopted for the program which will have two years on AM when it starts its simulcast.

Radio budget this

budget this year is about

Video Killing Grid Attendance? Minn. **Pulls Reverse Play**

Minneapolis, Nov. 3.

That TV is far from all-destructive when you have a good, even though not necessarily a topnotch attraction, was demonstrated anew locally, observers believed, when the U. of Minnesota-U. of Pittsburgh football game drew 50,900 paid admissions at \$3.60 a throw, despite the fact that it was televised here as well as nationally as the NCAA "Game of the Week" over the NBC network.

While the 50,900 was almost 13,000 under complete capacity, observers pointed out that the contest was a Non-Conference game for Minnesota and had no traditional value. Also, that Pitt had been defeated three times, including a loss the previous Saturday to Northwestern which Minnesota had walloped, and had won only one game while tying another all sea-(Continued on page 42)

(Continued on page 42.

Free & Peters 3-Day Chi Clinic Almost An Industry Meet

An Industry Meet

Chicago, Nov. 3.

Exects of 33 radio and 17 TV stations repped nationally by Free & Peters assembled today (These) at the Edgewater Beach Hotel for a three-day clinic on spot sales set up by the station rep firm. It's the second such clinic held by Free & Peters, the first having been held over three years ago.

Closed sessions will go over all aspects of spot sales with discussion on rate, merchandising and promotion, programming and station procedures. Separate panels on radio and TV are scheduled. Some 150 station excess will be present for the meets, plus a delegration of Free & Peters excess the present for the meets, plus a delegration of Free & Peters excess the present for the meets, plus a delegration of Free & Peters excess the Peters, who opened the first meeting this morning.

BEEFS STARTING ON SHARE-TIME

Buick, aren't taking too well to the share-time arrangement whereby Bob Hope takes over the Tues day night 8-9 NBC-TV period on an every-fourth-week basis for General Foods. Berle, it's reported, blew his top when the Trendex rating returns were posted for his show last Tuesday (the week after Hope had moved into the hour.
The Berle rating was down several points from his last previous Buick stanza, with the audience freeze-up attributed to the fact that Hope didn't do the Tuesday 8-9 p.m slot any good with the show he sent out over the video channels from Cleveland the previous week. (The Hope GF stanza generally took a terrific panning).

The Berle-Buick gripes also ex-

The Berle-Buick gripes also extending to another area which will bear watching by the trade is formulating alternate schedules in program sales patterns. This concerns the fact that on the week that Hope is on, the hour segment completely loses its Buick identity, the entire hour is given over to General Foods, and it's Berle's contention that, so far as the viewer is concerned, there's no inkling that Berle is coming back the following week. Since GF is paying, its full share for an hour for the Hope show, it's argued, there's no reason why the Buick identity must be carried over into the Hope segment. On the other hand, Buick has the greater stake and recognizes the need for a pattern of continuity on identification.

Situation crops up in other arras of this TV spectrum whom share.

situatity on identification.

Situation crops up in other areas of the TV spectrum where share-time arrangements poses similar sponsor sensitivities. U.S. Steel, for example, is splurging for one of the most costly hour dramatic shows in TV with its Theatre Guild-produced program Tuesday nights on ABC-TV. On the basis of last week's' preem it's strictly a qualitative entry. Motorola takes ever the time on an alternate-week a qualitative entry. Motorola takes over the time on an alternate-week basis for its own dramatic program. But unless the Motorola segments can achieve the same high standards, it's figured U.S. Steel would have a justifiable squawk if the audience dip rubs off on the Theatre Guild entry.

LA ROSA, LES & MARY **CUE CBS RADIO SHIFT**

A back-to-back setup on Julius
La Rosa and Les Paul & Mary
Ford starting next Monday (9) will
oust "Junior Miss" from its threea-week berth on CBS Radio, "Junior" will go back to its ence weekby half-hour format and is skedded
to begin next. Thursday (12) in the
820 a.m. snot 5:30 p.m. spot.

CBS latched on to La Rosa on theory of a pre-built audience stemming from his new found starstemming from his new found star-ring role after getting the axe from Arthur Godfrey. He gets a 10-minute Monday. Wednesday and Friday ride at 7.35 p.m., segment, from the capsule Paul-Ford stanza at 7.30, latter being sponsored by Listerine, which has the duo on a three-year TV confract. Since the syndicated video session is also a five-minuter, the soundtrack may be used for the radio briefic. CBS has hopes that Listerine will also extend its bankroll to La Roya, giving the Lambert Pharnascal Co, a quarter-hour segment.

Video Wonders'll Never Cease; KSD-TV Tired of St. L. Monopoly

Kraft 20.4-Kraft 3.2

Kraft 20.4—Kraft 3.2
Pointing up the "Channel 4
habit" in the key New York
market, October Pulse tele report shows that "Kraft Television Theatre" on NBC-TV
drew an andience about six
times greater than that of the
following night's Kraft show
on ABC-TV.
Pulse report for Wednesday
night, Oct. 14, gave Kraft on
WNBT a 20.4 average rating.
On the following night, Oct.
15, Kraft's WABC-TV rating
was a 32 average, Figures confirm that long known fact that
N.Y. is primarily a two-station
viewing market (WNBT and firm that long-known fact that N-Y is primarily a two-station viewing market (WNBT and WCBS-TV), but they also serve to point up the thin line ARC-TV must thread sponsorwise until its expensive new shows can break that two-channels-only habit in N-Y, and other known market.

Kraft Vs. Kraft **Cues Rivalry In**

Battle of Cheeses

Creation of a companioncompany for "Kraft, Television
Theatre," with the client now
showing different hour dramas
both on Wednesday (NBC) and
Thursday (ABC) nights, has
been brought in its wake an internetwork situation that figures to
spark a whole Kraft vs. Kraft proinction.

ABC's on-the-air bally proclaims
the fact that the Kraft show is now
on ABC, leaving the inference
though only by suggestion that the
show's no longer on NBC. Prior to
getting the first ABC show on the
air, the network indulved in
an enswapaper campaign in all the napior cities, using more lineage for
the smele insertion that NBC had
used though all the six and a half
vears that Kraft has been seen on
that web. Not one to sit back while
others move in, NBC is expected to
resport d in kind, with a "Battle
of the Cheeses" in the offung.

There's one aspect of the tandem
Kraft operation that will be
watched closely. The ABC version
gets a live Coast pickap in Los Angets and Firseo (NBC always n ed
kinnies into those cities). This it is
be the first time that a major
dramatic offering has hit the Coast
at 6 p in (PST). Kraft sand others
—are anxions to know it is such a
show can get an audience at that
hour.

Work World which the clied replication
with a distribution that will be
as clied to plant common sense.
The eccasion for its declaration
was the proposal by UHF station
Contest), assigned to the area, so
that all new stations will be on an
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that all new stations will be on an
thurstally recommend to the proposal. Silence
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And certainly it could not take 6
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the theorem of the proposal of the concession, the proposal of the cheeves in the time.

But the alternation common increases

Thurstally Research that the client
to prepare the two midcontest), ass

Ken Englund's Amicable Parting With Gleason To Join Samish-NBC Pkging.

pate in his own TV package, Jackie on the show, from all accounts, Gleason agreed to releasing Ken agency pointer too well with the Englind from a firm 26 week with the ventre should stick to verifying contract on the comedian's CBS on estamager With an opportunity to partici-

may contract on the comedian's CBS series so that England can join.

Roya, three properties from which to "pitot" the first vidax series.

It is be a contract of the comedian's CBS and three properties from which to "pitot" the first vidax series.

It is because of the impending competition from CBSTV, with the Latter has director, was brought east by Gleason, that the William Morris agency jet entry in the saturday night comedy show the Saturday night comedy for the first video series preceding the first video series preceding the the Saturday night comedy show the Saturday night comedy show the Saturday night comedy show the Saturday night comedy the Saturday and the Saturday night comedy the Saturday and the Saturday night comedy the Saturday night comedy t

Washington, Nov. 3.

Television has produced some interesting situations, such as "Operation Nortolk" and people getting tired from their jobs in front of millions of people But whoever heard of a TV statuen holding a monopoly in the ration's eighth largest market saving it doesn't want to stay a monopoly?

Well, that what KSD TV in St. Lonis, owned let the Publizer Publishing Co. (St. Lonis Post Disoatch, told the UCC 11st week, Nethally, said KSD-TV, it "has looked forward to and origed the establishment of an effective and competitive VIIF service" because it doesn't want to be "in the uncovable position of completely monopolizing access to the VIIF washable andience in the St. Lonis irea."

What prompted KSDTV to take such a "public interest" position may be traced, in part, to the progressive thinkin of the younger Joseph Publice who follows the tradition of his illustrious father, mobably the greatest frame in the history of American journalism. The Post-Dragatch is recorded by many newspacemen as the nearest thing today to the old New York World which the elder Publice ionided and which dead with him.

Paul Winchell Procter & Gamble-Young & Rubicam front, with some differences of opinion existing over the Winchell Sanday at 7 program format on NBCTV. Winchell's inrstence on doing a dramatic spot

Esso Closed-Circuit TV Powwow Seen Setting Pattern for Industry

Many of the ingredients of showmanship used more and more in recent years in industrial dealer shows were combined last week with the immediacy of television in a closed-circuit telecast for Esso Standard Oil Co, which may set a pattern for future expositions.

pattern for future expositions.

Occasion was the unveiling to Esso sales and advertising execs in 14 cities in an 18-state area of the firm's new "Total Power" Esso Extra Gasoline, which will be the subject of the company's biggest advertising campaign. Product was kept under wraps until the closed-circuit telecast, which was aired to over 1,800 company execs via DiMont facilities. Following the hour-long telecast. Thursday (29) teletranscriptions were rushed out to other cities for viewing by other cities for viewing by

ont to other cities for viewing by Esso dealers there.

Telecast, which emanated from DuMont studios in New York, was shown to the Esso exces in hotels, anditoriums and television stations in the 14 cities. Over 600 watched the show in DuMont's Ambassador Theatre in New York, Marschalk & Pratt, the firm's radio-TV agency, prepared the show, which was enceed by CBS commentator (and "Esso Reporter") Walter Cronkite and directed by DuMont staff director Frank Bunetta.

Program comprised live sequences and film clips, with Cronkite introducing various Esso exces and integrating the firm's sales and demonstration messages. Films

and integrating the firm's sales and demonstration messages. Films showing how the new gasoline was developed in E-so's Linden, N.J., labs, were shown, along with elips of performance and test demonstrations. Robert M. Gray, E-sso's advertising-sales promotion chief, afterwards called the telecast affinge success," declaring that it servied to bring Esso's "far-flung organization together quickly, efficiently and at a minimum of expense and interruption of normal activities."

activities."
Firm is prepping a widened radio-TV campaign via spots and its "Your Esso Reporter" program via M & P. plus newspaper and outdoor pitching via McCann-Erickson for the new product.

Biow, Entratter Linked To Lobbyist Samish In Govt. Back Taxes Suit

San Francisco, Nov. 3. Payment of \$100,000 by Millon H. Biow, head of Biow ad agency to a California lobby ist accused of having evaded income taxes figured in testimony yesterday (Mon.) by witnesses in Federal Court here. It's the contention of the Government that Biow paid lobbyist Arthur II. Samish money for his part

thur II. Samish money for his part in helping the agency prexy land a multi-million dollar account. Schenley Destilbers, 10 years a for U.S. scharged that Samish had dozens of checks made out in names of friends, thus concealing the Biow payment for income tax purposes. Samish is on trial charged with evading \$71.878 in such taxes from 1946 to 1951.

A Schenley salesman said that Samish asked him to cash a \$2.000 check made out in another's name two years ago and this was done. A NA, stockholeer told the count he cashed two Biow Co checks for \$3.000 at requires to a ticket brokey who received the money Latter testified that Samish gave him two chords in 1951 and turned the easiever to bim.

chocks in 1951 and turned the cash over to bim back. Entratter, entertainment director of the Sands, Las Veg is, and former co-partner of the Conscabana intery, NY, identified five checks for S3/200 made out in several names which were all cashed by the NY, intery, but Entratter sid he confinit, remember who presented the checks.

A Brow Check for \$2.500 and an account in the same amount were nade out to two diversity ressess.

here is any Endhelli, who according to the leve or was in the TV content of the leve or was in the TV content of the leve of the Sanish.

CHUM

hackneyed cooking schools, give-aways and opinionated disk jock-eys. The chum plan is to present melodic music, with all talk to be

melodic music, with all talk to be kept to a minimum, but to include news spots, plus sports, movie and legitimate theatre reports; but all disk jockey chatter to be banned. "The music, oldtime and modern, will be strictly designed for women appeal and commercials will be cut down on content, promises Lee. We may go broke but we'll try it. Radio has been forgetting its start—music and news. We think there is a big audience that is sick to death of too much chatter, Purely music may bring back that lost audience."

Rodgers & Hammerstein Helen Hayes, Geo. Abbott In WATV Telethon Spree

Helen Hayes, Rodgers & Ham-merstein and producer George Abare among top headliners billed on WATV's 16-hour telethon for Lighthouse for the Blind. Show marks the Newark indie's move into the larger N. Y. market via a new transmitter atop the Em-

into the began a new transmitter atop
pire State Bldg.
Kickoff telethon, skedded for
Saturday, Nov. 14, at 9 p. m., will
be eneced by N. Y. Daily News colmunist Danton Walker. Coin promotions for "Lighthouse" are on
the beginning to the state of the state

be emeced by N. Y. Daily News colmonist Danton Walker. Coin promotions for "Lighthouse" are on
tap via 200 telephone pickups at
the Capitol Hotel, N. Y., Plus 10
more at ABC's Ritz Theatre where
show will originate.
Station hopes to give sponsors a
run for their money while making
things hotter for local competitors.
Keeping its northern N. J. market
by ralsing the new antenna 400
feet. Channel 13 doesn't anticipate
any rate card change and hopes to
domble its N. Y. audience.
Station has finalized deals with
Seton Hall (Nit Tourney winner).
Princeton University, and St. Joseph's for all home basketball telecasts. Deal results in an average
of three to four live basketball
shows during the season.
Transmitter, for which the station outlayed an estimated \$500,
700, was constructed by Andrews
Corp., of Chicago. Old West Orange, N. J., transmitter will serve
as temporary auxiliary.

TOO MUCH BENNY, SO **BING DELAYS TV BOW**

TV debut of Bing Crosby on a regular basis has been postponed. but only for a week, putting his coming-out into 1954 via a shift from Dec. 27 to Jan. 3. As Original-

from Dec. 27 to Jan. 3. As Originally planned, the Groaner will displace one of the General Electric "Fibn Theatre" segments alternating with the Fred Waring show Sunday nights on CBS tele.

Ruson given for the week's delay is that Jack Benny, who'd been skedded as guestar on the original date, will have his own live show that night and it was not deemed good showmanship to have Benny on twice in one evening less than tyo hours apart. Benny will appear on the Crosby opener which will have a musical and casual chat format. GE hopes to get Der Bingle for bont or five more shorts during the scison.

Livingston Resigning

meston is resigning as verpee in pharte of radio-TV and imption pictures of Edward kiletter Associates, agency for Scrittan and Gorifol. Livingston had been the session has been tabbed by standing all broadcasting activities to heard accounted to the session has been tabbed by standing all broadcasting activities to personnel. made out to two discrent personal made out to two discrent personal readed by a jeweler in H; so district the line personal to home by a trieval at the control to him by a trieval at the trie

'WHO HE?' RACY NOVEL ABOUT AM-TV PKGERS.

There's no doubt that Alfred Bestor knows the idotic quiz show setup from Q. to A. He writes about it with considerable verve in "Who He?" (Dial; P. \$3.50) and spins a racy yarn of the shenanigans and double-dealings of some of the guys in package-producing houses, Madison Avenue advertising agencies and network veepee inner-inner offices.

Basically, "Who He?" is the story

Basically, "Who He?" is the story of Jake Lennox who writes material for a panel quiz and comedy musical show and how he proceeds to go daffy trying to track down the writer of foul, threatening letters. In the search for the poison penman, the reader is introduced to several prime All-American rotters the likes of which infest what Bestor describes as The Rock. Bestor is knowledgeable and his Bestor describes as The Rock.
Bestor is knowledgeable and his
dialog is sharp and biting. He
does a nifty job carving up conscience-less producers, derrierepinching directors, nympho warblers and thieving agents. Bestor's
account of Ween, the 15%er, is one
of the many fascinating shockers in
the novel, as is his portrayal of
Audibon, the network veepee in
charge of programming.

charge of programming.

Bestor has worked on "Charlie Chan," "The Shadow," the Jimmy Melton Show, "Magazine Theatre" and a flock of other AM-TV programs. Anyone who reads "Who He?" will immediately suspect that the author has been around and is a keen observer of the monogrammed muggs who romp the Cardioid Canyon and Cathode Gulch beat. "Who He?" sufficiently sapolloed has, the makings of a satricial film on the giveaway program madness.

Rans. gram madness.

RCA Tint Relay

Continued from page 25

from New York on a 4,000-mile relay from the Colonial Theatre opened with Ben Grauer in black white tracing the progress of TV. Next shown was a bouquet of flowers in softly colored, exquisite tints that brought a wave of applause. Black and white sets looked flat and uninteresting by comparison.

Nanette Fabray, color TV's per-fect subject, fronted an Eiffel Tow-er production number, backed by the Hit Parade dancers, Dancing dolls dressed in every imaginable the Hit Parade dancers. Dancing dolls dressed in every imaginable shade flaunted flaring underskirts to make a dazzling color-effect. Sharp coloring of lovebirds was brightly limined with George Burton putting his feathered pets through their tricks. Every phase of coloring from subdued depths of coloring from subdued depths and translucency to full-blown closeups was demonstrated.

Biggest laugh of the showing came when "complete reliability" was exposed in a cigaret lighter that wouldn't light. It was gagged that way. Technicolor film in 16m that way. Technicolor him in jumpicked up a shimmering stream and after a few other exterior shots moved into a mill where looms were at work spinning all colors

were at work spinning all colors of woolens.
Following the demonstrations, RCA board chairman Gen. David Sarnoff and NBC viee-chairman and program vp. Sylvester (Pat) Weaver spoke. On leaving the first demonstration, Metro producer Armand Deutch exclaimed. "This is sensational. It pretty well summed up the consensus of the viewers, who represented every nch of show business in Holly od. Helm,

'Operation Op'

Serutan-Geritol Agcy. needless will have to drive at reason to be sufficient to get within reception Effective Jan 1, Norman S. Liv- range, but it is possible for every

From the Production Centres

IN NEW YORK CITY . . .

Jack Sterling celebrated fifth anni on Monday (2) as the morning glory on WCBS, having come here originally as successor to Arthur Godfrey for the ayemer. Others of his major chores are as moderator of daily "Make Up Your Mind" on the CBS net and ringmaster of the Saturday "Big Top" TVer ... Ben Lochridge, manager of CBS Radio's Detroit sales office, back there after a week here .. Red Barber in Schenectady this week (4-5) for a looksee of the plant of General Electric, his tele boss ... Seymour Whitelaw named to newly-created post of eastern sales rep for KCBS, Columbia's Frisco outlet.

L. T. (Ted) Steele, Benton & Bowles administrative v.p. for TV and radio, named to the American Assn. of Ad Agencies' committee on radio-TV production ... Treasury Dept.'s "Bands for Bonds," featuring the Latin Quarter nitery show, kicked off Monday (2) on Mutual ... Organist Rosa Rio signed for WABC's "Norman Raymond Sings" ... Deems Taylor set for a Mutual co-op showcase three nights per week starting Nov. 16 ... Irene Corbally Kuhn starts a Saturday news and commentary series on WOR this week. of daily "Make Up Your Mind" on the CBS net and ringmaster of the

IN CHICAGO . . .

Sondra Galr last minute replacement for Toni Gilman in top femme role in WMAQ's new soaper "Mission-Secret" . . . Martin McGeehan new ABC radio net account exec . . . Edgar Bergen to tape record one edition of his radio show while in Chi Nov, 10 . . . WLS' Martha Crane racked up her 25th year with the station . . . Jack Drees conducting new sports stint via WJJD in the 2:05 p.m. slot cross-the-board . . Bob Miller from CBS-TV and Bob Gilbertson from Chi Trib to Harrington, Righter & Parsons agency . . ABC newscaster Austin Kiplinger speaker at Junior Javcees luncheon yesterday (3) . . Standard Oil plugging winter gas on 51 radio and 15 TV outlets in midwest . . ABC's Sterling "Red" Quinlan succeeding NBC's George Helnemann as second prexy of Chi TV council . . Woody Mercer new singer with WLS . Faculty of Loyola U. alternating on new book review show via WOPA each Tuesday evening . . McCann-Erickson veepee Jack Tinker chief speaker at Art Directors Club annual awards dinner on Nov. 11 . . NBC's Roy Rogers and Dale Evans to headline Chi State Street council Christmas parade Nov. 21. new ABC radio net account exec . . . Edgar Bergen to tape record one

IN PHILADELPHIA . . .

Sportscaster Sherry O'Brien clocked up 25 years in radio (1), the last 20 years doing a daily show for WDAS . . . Bill Gerson, owner of Pep's Musical Par, has signed 52-week contract with WDAS for nightly broadcasts from cafe. Deejay Jocko Henderson will conduct interviews and casts from cafe. Deejay Jocko Henderson will conduct interviews and spin platters in glass-encased bar at club. . Dock Riebold, director at WPTZ, is joining BBD&O. . . Jimmy Evans, local nitery actor, has been named guest panelist on "Can You Top This," taping three shows . . Ramon Bruce, deejay formerly with WHAT, returns to the air with spot on WNJR. Newark, N. Y. . . . Sam Serota, special events director at WIP, was presented with special citation for community services by Robert K. Sawyer, managing director of the City of Philadelphia, on behalf of the city commissioners . . Newsman John Facenda has launched a different type show on WCAU. With Peggy Lancaster, he's now handing out household hints at 9 a.m.

IN CLEVELAND . .

Ron Cook, who does the WERE hockey broadcasts, picked up 40-minute pre-game Rini Wine "Players' Bench" stint . . . Don Corday, ex-WGAR, with with KMPC . . Al Evans is new WSRS disker . . . Johnny Andrews is sincee on Plain Dealer Movie Editor Ward Marsh's "Lights, Andrews is emece on Plain Dealer Movie Editor Ward Marsh's "Lights, Camera, Question," half-hour 7 p.m., Thursday movie theatre hypo... Sid Andom is pitting his local "Lingo" quiz show on WXEL in opposition to "I Love Lucy"... Jimmy Dudley, Bob Lang "Gray News" 15-minute cross-the-board stint moves to 7:15 on WXEL... Lang subs for Ted Malone on Mon-thru-Fri. five-min. 11:10 p.m. bank spic! while Malone enjoys Nassau hiatus... Excessive distribution of Bob Hope broadcast tickets [20] brought sour reaction from leftouts... Cleveland Columnist Milt Widder will help judge the AFTRA awards... Jean Stroble moved from KNBC to secretary for Lloyd Yoder, NBC general manager here... WGAR's John Patt back after hospital siege... Carl Resse gets WNBK year-long late movie chore for Sylvania Television and Graybar Electric... WGAR's combo Norm Knuth and his Starliters sk-added for CBS network shot... (Cleveland's Downtown Kwans elected WGAR's Program Director Reg Merridew, president, KGAR's News Director Charles Day, veep.

MINNEAPOLIS . .

When the tape of a recorded morning KSTP radio Cal Karnstedt show broke and program suddenly went off the air for a few moments with what sounded like a Karnstedt sob trailing into a gurgle and resumed with another live announcer, station was flooded with telephone inquiries to learn if be had suffered a heart attack. Taking on additional shows. Cedric Adams, WCCO radio and TV ace, now has a schedule calling for 43 weekly sponsored air programs. He also finds time to turn out seven long columns weekly for the Minneapolis Star and to make a number of personal appearances. Minneapolis Sunday Tribune poll of state's residents revealed that 78% of TV setowners are interested in watching tootball, fights, baseball and other sports on video and 43% of them would be willing to pay as much as 51 for the privilege of seeing certain such events on TV at home. Tony Stecher, local wreetling impresario, wants FCC to require producers of filmed TV wrestling shows to date same and also to prohibit dubbing in of sounds to create illusion shows are live. He's also urging grunters to curtail their TV film appearances so as not to surfect public with the grappling and adversely affect attendance at regular shows. WCCO-TV's news director Charles McCuen shared speaking platform with Dr. George Gallup at his high school "old grad" celebration sumed with another live announcer, station was flooded with telephone

Mort Watters, head man of WCPO radio and TV operations, and Charlton Wallace, Times-Star radio-TV editor, are still talking despite a recent tiff, but Watters centinues to keep talent under his wing off of

TRUMPETS BLARE FOR FM BAND

Who's Kiddin' Whom?

Chicago. Nov 3

According to Admiral Corp. the installation of video sets on Great Lakes' ships has made the officers and crews happy "because they don't have to go ashore to seek entertainment." (Admiral plays the crack straight.)

Advent of TV on ships came to light in a recent survey made by the TV-radio manufacturer when it was revealed that antennas were heing sported atop ore ships, harbor craft, and even fireboats afloat on the Great Lakes.

U. S. Steel Corp. has installed sets on all the 63 ships in its ore fleet and Inland Steel has sets on all five of its carriers plying between Chi and other Great Lake ports.

Admiral's electronic division topper Joe Marty, Jr., says the signals are picked up by the carriers, sailing north from Chi. from the Windy City, Milwaukee, Oshkosh, Green Bay, Grand Rapids and Duluth. Even though the ships usually sail up the Michigan side of the lake they receive a strong signal from the Wisconsinside of the lake they receive a strong signal from the Wisconsinside of the lake they receive a strong signal from the Wisconsinside of the lake they receive a strong signal from the Wisconsinside of the lake they receive a strong signal from the Wisconsinside of the lake they receive a strong signal from the Wisconsinside of the lake they receive a strong signal from the Wisconsinside of the said of

'Operation Atlass' Gives Chi a TV **Hotfoot; Still Some Stumbling Blocks**

Chicago, Nov. 3.

Two big stumbling blocks stand in the way of network originations from Chi CBS anchor WBBM-TV. the web's Central Division veepee II. Lestie. Atlass told VARIETY. First is the pending hearings before the FCC of Zenith Radio Corp. and CBS for control of Channel 2, now occupied by the station, and second is the matter of acquiring new studio facilities that must wait upon the decision. Atlass said it would be impossible to originate any sizeable number of shows from Chi under the present studio setup. Formerly indie WBKB, the station purchased for \$6,000,000 by CBS in February, with studios housed in the State-ake Bldg., was in such bad shape, according to Atlass, that "it would have been a lot easier to start with rothing."

Atlass said it would be foolers to serve to spend seme \$2,000,000,000.

Atlass said it would be fool-bardy to spend some \$3,000,000 on in-mow tacilities before the FCC ren-fers its decision since at that time WIBM may be out of the TV business entirely."

It a decision favorable to the steb is announced, Atlass said that within six months CBS here would be operating in a new location in the finest studios in Chicago." Al-(Continued on page 42) iss said it would be

Bergmann Keeping **DuM Status Quo**

Ted Bergmann, who will succeed Chris J. Witting as managing director of the DuMont network on Jan. 1, plans no immediate changes in the network operation, he said last week. As business expands, Bergmann said, the web will expand its programming and talent expenditures, but his primary consideration will be to keep the web's volume of business spiralling.

spiralling.

key factor in the web's rising billings. Bergmann said, is the 'vertical' expansion of the web, with an average of 35 stations. Corrying a commercial show as compared to 24 last spring. Thus, while web now has 51 commercial quarter-hours per week as compared to 40 last year, actual commercial station quarter-hours have doubled over last year.

Another factor that may boost tales, according to Gerry Martin,

Another factor that may boost according to Gerry Martin, ch's sales manager, is completion the web's new facilities in its b7th St., N. Y. Tele-Centre. Streamlined setup, Martin atms, will cut rehearsal and dlo costs sharply, and with a per production nut the web may able to lure additional sponous over. As an example of the production costs involved at the new Tele-Centre, he points to be \$11.500 weekly cost of the production costs involved at the new Tele-Centre, he points to be \$11.500 weekly cost of the production costs involved at the new Tele-Centre, he points to be \$11.500 weekly cost of the production of the completion of the expanded diffice, Martin said.

Grabhorn to WATV

Murray Grabhorn, veteran broad-cast exec, will be director of sales for WATV (also WAAT radio out-

Graphorn was formerly manag-ing director for the National Assn. of Radio & TV Representatives, and later, with Edward Petry & Co.

Hearst M'waukee TV Bid Runs Into **UHF Assn. Snag**

Washington, Nov. 3.

Efforts of the Hearst Corp to get a VHF permit in Milwaukee pronto, through assignment of a channel in nearby Whitefish Bay, ran into strong opposition last week by the recently-formed UHF Television Assn.

In a motion filed with the FCC the Assn. objected to "piecemeal" allocation of VHF channels "which distorts the assured plan under which UHF stations were financed and built." Such additions to the original allocations, it added, ruin UHF chances to become "a fully matured competing service" and run counter to the policies which the Commission had adopted to expedite UHF licensing.

As an alternative to dismissal of the Hearst proposal, the Assn. requested a 90-day postponement of action in order to complete extensive surveys of the UHF problem. "These surveys are neces(Continued on page 42)

BIG PUSH INTO HIGH FIDELITY

Washington, Nov. 3
Assured by FCC Comr. Edward Webster that the FM band is in no inmediate danger of heing squeezed to make room for other more active radio services, the National Assn. of Radio and TV Broadcasters last week suggested a "positive cooperative effort" to capitative on several developments which hold promise for high fidelity broadcasting.

The suggestion was made by Roomer State of the Company of the Company

The suggestion was made by Ben Strouse, chairman of NARTB's FM Committee; in reply to a letter from Com: Webster clarifying his remarks regarding FM in a speech recently in Sim Valley, Ida., before an Assn. district meeting. Webster had stated that if the broadcasting industry doesn't do something about FM he would "have difficulty" in denying a petition to turn over part of the 88-108 me band for more pressing needs.

In a lengthy latter to

needs.

In a lengthy letter to Strouse, who had expressed concern over the Sun Valley speech, Webster said he was as "anxious as anyone" to promote use of FM. "But how long," he asked, "should the inefficient use of the FM broadcast by the permitted to continue before something is done about it?"

Webster pointed out that the Commission hasn't allowed radio channels in the past to remain unused and noted that the broadcasting industry has been "most insistent" that the channels reserved for educational TV should not be permitted to stay idle for long. "Surely," said Webster, "you would not contend that the FM radio service has a greater right than the other services in this connection."

the other services in this connection."

As for his position regarding FM, Webster did not give an inch. Emphasizing that he could, speak only for himself and not for the whole Commission, he said, "it would he detrimental to the public interest to permit a valuable part of the public domain to lie fallow indefinitely in the face of the rapidly growing demand for radio frequencies in all phases of our social and economic life."

However, Webster said he didn't want to create the impression that he would favor a reallocation of the FM band without a full hearing. But if all the procedural re(Continued on page 42)

(Continued on page 42)

ABC Reshuffles **AM-TV Staffers**

TV 'Voice of Firestone'
Plays 'State Dept. Time'
In Global Kine Spread
The State Dept. is arming itself with kinnies of "The Voice of Firestone" and the NBC-TV stanza will be spread throughout Europe, the Far East and Latin America via the U.S. Information Service distribution setup. These will be strictly TV showings and non-the-atrical screenings and while no date for the kickoff has been revealed, there may be some preem link with the fact that the rubber company will be celebrating the 25th anni of its "Firestone Hour" on NBC this month, Nov. 30.

To get around the commercial aspect, the Information Service will use the kines as part of its entertainment setup under-title of "Your TV Concert Hall." Firestone's radio version has been a State Dept. overseas project for six years. Other of the net's programs are being given the oncover by the Government for similar distribution in countries on this side of the Iron Curtain. NBC is making other properties a salable.

Hall-IV Statler's Series of personnel promotions designed to further separate management of radio and television networks and separate management of radio and television of the result of radio and the vision and programming, was named director of the television network under Chapin. Abc-TV veep previously in charge of o&o's and currently chapin, and sales development of the television network under the television network under Chapin. Abc-TV veep previously in charge of o&o's and currently chapin, and street sales and chapin of the research and sales development (Sandy) Stromach, while research and sales development (Chapin, Mrc April 1998) Stromach and Street of the radio network under Chapin. Abc the red in the research and sales development (Sandy) Stromach. Since both Stronach and Ayres Since both Stronach and Chapin and Street operations. Chapin and Treez are event of the radio network under the research and sales development (Sandy) Stromach. Since both Stronach and Ayres Since both Stronach and Chapin are the radio network under the research

Farm Market Ain't Hay, Fellows Tells B'casters to Hop Aboard

Framer's 'Crisis'

Framer's 'Crisis'

Teledrama segments well below the \$17,000 to \$20,000 average is the next objective of Walt Framer Productions, which heretofore has been identified mainly with audience participation shows. It's claimed that outfit's chek with such stanzas as "Strike It Rich." "The Big Payoff," and "Don te or Nothing" has opened up new avennes that appear to lay Stress on moderately hudgeted dramatic half-hours. Spotlight Promotions, sales rep for Framer, is readying a pitch to agencies titled "Crisis," live stanza with Framer overalling and Joe Cates as associate producer. Framer is aiming at the low cost-perthousand target. per-thousand target.

Each chapter in the series will open with a "crisis" scene and un fold in tlashback leadup to that.

ABC Won't Tint Up Until 6 Mos. After FCC Okay

ABC-TV won't fiegin coloreasting until six months after the FCC approves a color system. Frank Marx, web's engineering veepee, said this week. Network has investigated all phases of the color problem, and has selected three possible color studios from among its facilities, one of which will be converted within six months after the FCC and Marx said on the basis of current belief that the FCC will approve the National Television System Committee compatible system by the first of the year, he expects ABC to be transmitting color by next fall.

Meanwhite, however, other than surveying the field, ABC is making no move. Marx said that despite the praise given the two color systems (RCV and CBS) color equipment is still in its 'experimental' stage, and will comme to be so for 'a mimber of years," until all the bugs are ironed out via astual use in the field. Another factor is the fact that any change by the FCC in specifications might mean the necessity of a complete retooling by the manufacturers. Consequently, all the manufacturers lave been able to ofter is a vague promise that "this is what we've got and we hope it's what will be okaved."

With no manufacturing trep

okayed."
With no manufacturing tieup (Continued on page 40)

WOR-TV Audience Pull

Eyebrow-Raiser of Week

New York television macket last
week was eyeing the ratings WOR.
TV pulled the week it returned to the air following an eight-week strike and an additional two-week layoff. Station, with some new and some old shows, consistently showed the third highest ratings in the Gotham area, according to a Pulse survey, following only WNBT and WCBS-TV, the NBC and CBS flagships and traditional leaders.

Two new the survey following only work and the control of the purpose of deducting commissions on the purpose of the purp

a Pulse survey, following only WNBT and WCBS-TV, the NBC and CBS flagships and traditional leaders.

Two new shows, shown for the first time on the station on Oct. 14 and 15. made strong showings, They were "Harlem Detective," which got a 4.3 in the Wednesday 9-30 n.m. slot with the next best a 3.0, and "High Tension" the following night with a 5.0 next highest a 2.7). Each were the third highest rated for those periods, and what has WOR-TV excess rubbing their hands gleefully is the fact that "Detective" carries a (Continued on page 33).

Broadcasters who ignore the 32-000,000 person, \$20,000,000 farm market are "shortsighted" and are "poor businessmen," Harold E. Fel-tows, president of the National Assn. of Radio & Television Broad-casters, told a clinic of the National Assn. of Radio Farm Directors in New York Monday (2). He at-tacked those broadcasters who don't provide farm coverage for the sake of "casier programming," pointing out that radio, is more and more becoming a medium of specialization.

specialization

Fellows also attacked those who believe that radio is dying, pointing to the fact that radio's gross billings this year are higher than ever, and are spread over three times the number of radio stations that easted at the end of World Way II. Pointing to set sales, he want to be a superior of the control of the radio over the house" but "all over people," reterring to the new pocket size radios hitting the market. Radio, he said, has become the medium of convenience, and not only a medium used lu leisure time, but in work time also.

4te spoke to an all day clinic at

not only a medium used III. Jetsuse time, but in work time also.

41e spoke to an all day clinic at tended by radio fario directori trom all over the country and by agency reps. Mal Hansen of WOW, Omaka, president of the NARPD, said that national advertising expenditures for farin radio have hycreased in spot radio from \$2,764,000 to \$6,043,000 (an increase of 119 c) and in local radio from \$7,722,000 to \$11,599,000 (50%) increases over the past year.

Meeting, which also heard among others Kevin Sweeney, Broadeast Advertising Bureau v.p.; Clurck Calkins and Conklin Mann & Son agency, was headed by Phil Alamp WABC; N.Y. Jamo director and past president of the NARFD.

TWA, Web Talks To Resume Today

Negotiations between Television Writers of America and three yides webs (CBS, NBC, ABC) were received in New York from lest week by mutual consent and are to resume tomorrow. Wed a with all reseed in New York from Led week by mutial concent and are to resume tomorrow. Weel I with at least one contentions item on the agenda. This is a demand by TWA for a freebange fee of \$1,750 for a one-hour sponsored drama script, roughly half as much for a 30-miniter, etc. Under the TWA plan, in addition, there is no distinction made between an original and an adaptation, it heig claimed by the writers that the Tatter takes jut as much trings plus the necessity for "fidelity" and "integrity" in relation to the original author's work writers' group also has bine-printed a campaign seeking state legislation to prevent package producers from acting simultaneously as "agents" for the purpose of deducting commissions on the use of scripts.

TWA has skedded a meeting at

N.Y. Mayoralty Aspirants Pitch in With Top Talent For Arthritic Telethon

It took about 85 show biz personalities and the three New York mayoralty candidates to raise a little more than \$200,000 in a 13½-hour Arthritis & Rheumatism

mayoralty candidates to raise a little more than \$200,000 in a 13½-hour Arthritis & Rheumatism Foundation telethon which got a six station spread in N. Y. throughout Saturday (31) night and Sunday (1) morning.

WPIX relayed the show which originated from the Carnival Room of Capitol Hotel, N. Y., to the other stations which came in at different hours during the night and broke off at various intervals the following ayem. WOR-FV-stuck with it all the way picking the telethon up at 11:30 pm. and holding on to 1 pm. the next day. The other stations carried it long enough, however, to give viewers partial to certain channels a good sampling of the entertainment and the pitch.

Show was a well-knit affair de-

the pitch.

Show was a well-knit affair despite the hefty lineup of talent. Co-producers James McGarry and Bill Mogle kept 'em moving throughout but the frequent and overlong coin-appeals, especially in the early hours, slowed the show down. Kal Kirby did a herculean job as musleal director working from the 2 p.m. Saturday after noon rehearsal until the finale 23 hours later.

Talent array read like a "Who's

Talent array read like a "Who's Who In Show Biz." Among the encee headliners were Dennis James, Perry Como, Jerry Lester, and Sam Levenson. They carried the bulk of the telethon task guiding the guestars through their pitches and routines.

Viewers were treated to one of the show's highlights when Jackie Gleason came on at midnight to conduct a 50-piece orch in his composition "Tawny." A flock of Conover models han-

dled the phones in camera range. They were good to look at when things got dull.

They were good things got dull.

Although more than \$200,000 ln pledges netted by the Foundation was a substantial charity haul, it was considered peanut coin in some cirrles compared to the \$1,000,000 attraction and time outlay. Show producer, William Mogle of Mogle-Sheldon Associates, who last year produced the Cerebral Palky felethon which picked up \$500,000, claimed show could have netted close to the \$1,000,000 mark if skedded earlier, possibly at 8 p.m. Gros.

BEHIND THIS DOOR
With Dr. Walter I. Munday. Father
Raymond J. Treece, Dr. Herbert
S. Walter, Mrs. Margaret Hirshfield, Tommy Wood, Presbyterian Colored Mission Chorus
Producer-writer: Robert Elverman
Director: Ed Thompson
30 Mins., Sun., (18), 5:30 p.m.
Sustaining
WAVE-TV, Louisville
As a public service feature, "Re-

AVA-TV. Louisville

As a public service feature, "Behind This Door" is an excellent example of how TV can acquaint the public with first hand and dramatic knowledge of how Committy Chest dollars go to help local citizens, both children and adults, of all races and creeds. Suggestion is pointed that the presentation could be the doorway to anyone's home, and camera after closeup of door, picks up Tommy Wood, a lad wearing leg braces and with his crutches nearly.

Tele Follow-Up Comment

Martha Raye or anyone else would have trouble topping her early October coming-out on the NBC-TV "All Star Revue." That one will always remain a target for everyone to shoot at. Her secondentry on the 90-minuter last Saturday (Oct. 31), preempting "Show of Shows" in the one-out-of-four rotation, was a cleverly written and staged farce that missed being sock only because they tried too hard to extend the joke. The joke in this case was having Miss Raye as Marta, the long missing "fourth Gabor" sister. The real Gabors (Zsa Zsa, Eva and Magda) plus Mama Jolie) Gabor in impersonation by Lilia Skala, were woven throughout as foils for the star's sensational (that's the word) shenaingans, and all they really needed was their (1) looks and (2) that half dozen or so fast changes in chich gowns to make the homescreens glow.

Obviously, no one family deserves all that pulchritude; even so, it was Miss Raye's show. As for Gabor habiliments, this part of the starys in the cation very well tincluding a fumble which led Little and exceuted, with the help of the starys of the show to the main admirable plowing manufacture of the stary of the stary and higher mathematics. Little admitted the math part, but direction and higher mathematics was the homescreens glow.

Obviously, no one family deserved as the proposition of the stary and higher mathematics and higher mathematics. Little admitted the math part, but was evident even when football plays are devised and exceuted, with the help of the stary and higher mathematics. Little admitted the math part, but was evident even when screens glow.

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chichi gowns to make the homescreens glow.

Obviously, no one family deserves all that pulchritude; even
so, it was Miss Raye's show. As
for Gabor habiliments, this part of
the stanza should have been covcred by a couple of fashion
savants. Miss Raye not only went
along with the "Look, Ma. I'm a
Gabor" joke but managed to instill a sense of great heartiness in
an oversaturated theme. She's not
only the leading lady buffoon but
can give the top male funsters a
good run for honors, not to mention that endurance angle.

To carry out the "fourth Gabor"
theme from childhood flashback to
the present, a series of skits and
production numbers were tossed in
to good effect. But Miss Raye had
to come to the session's rescue at
the sagging points and in total,
made the whole look better for her
presence, whether it was a crazy
chess game in the "Svabodian Embassy" or Gabor lovers hidden in
clossets. After about an hour of
Marta Gabor & Co., Milton Berle
was brought out for the "Mystery
Millionaire" sketch which he walloped over.

The Herb Roth choreography

was brought out for the "Mystery willionaire" sketch which he walloped over.

The Herb Roth choreography was extra special as was the George Basserman music cueing. Best of Miss Raye's "solos" was her "Mr. Paganini," fast becoming a classic in her repertoire, as it deserves to be, but she also demonstrated how well she each handle a straight song. Regular Rocky Graziano diddeeasonably well in his "dopey" function. Mama Gahor got herself a fine plug or two for her Madison Ave. jewelry emperium, and came on the finish for a bow. Nat Hiken and Billy Friedberg knocked themselves out on script inventiveness, with Hiken directing and Karl Hoffenberg producing.

Trau.

When "Omnibus" really gets

directing and Karl Hoffenberg producing.

When "Omnibus" really gets down to cases, as it did last Sunday evening (I) on CBS-TV, it's a difficult program to beat for forthrightness, originality and literacy. It proved itself in addition to be a valuable public servant by presenting Lt. Paul R. Kniss to debunk a "confession" he made while a POW in Korea.

Simply but skillfully and honestly, it showed what some of the American GI's have gone through as prisoners of the Reds, and nore important, it showed just what prompted loyal Americans to make the "confessions" the Communists are so triumphantly propagandizing. It was a brave thing for "Oanibus" to present Lt. Kniss, and it was an even braver thing for Lt. Kniss to appear on the program. He not only cleared his name, but helped take the stigma off other POW's who found themselves unable to resist the Communist torture.

Lt. Kniss was interrogated hy Fowler Hamilton, a New York trial lawyer, who first brought out the events leading to the confession, then showed the film which pictures Lt. Kniss making the confession film was procured from the UN, where the Commies have been using it as part of their propaganda campaign) and finally showed how the entire confession was as phony as the Commie charges of germ warfare themselves, Lt. Kniss had inserted false dates and information in the concessions that could be easily shown up as lies via Air Force records. He had given as the date of a germ warfare attack a day he didn't fly, he had told of the "top secret" germ bombs being loaded by conspicuous men in white; and via inconsistency and falsification shown up through Hamilton's interrogation, completely devasted the confession he was forced to make.

The other portions of the pro-

Ed Sullivan had one of his best shows to date this soason in Sunday's (1) segment of "Toast of the Town" over CBS-TV. Every artist was a headliner, and material, though familiar, was highgrade. Still riding the frontpage Julius LaRosa wave, Sullivan brought the young singer on for the second consecutive week, although for somewhat diminishing returns.

LaRosa came on at the very start, after only a brief Sullivan preliminary, for an amusing, awkward dance bit with two femmes, and then into his "Tea for Two" number. Bit offered chance to bring up dancer Ann Miller from the audience for a brief bow and a couple of amusing lines with LaRosa was back for much more impact with a simple, impressive rendering of "Ebb Tide," against a lungle production background, winding up with "I'll See You in My Dreams," sung for benefit of the composer's widow, Mrs. Graee (Gus) Kahn, who was introduced from the audience.

Other acts were surefire in their effect. Bert Lahr did his football player-coach travesty, with Art Carney as the officious radio effect met audience, and the sketch was as hilarious as ever under the duo's skilled hands. Patachou, French singer, was back for a slick job of personality and song selling in C'Est Si Bon," in her highly individualistic style, followed by a slightly less potent "Why Don't You Believe Me?" Senor Wences was his showmanly self with his ventro bit—the familiar head in box, and doil made of his own hand, scoring resoundingly.

Cornelia Otis Skinner, as handsome as ever, was excellent in her monolog of a Nebraskan femme meeting the Queen of England, in "Being Presented." And Georgie Tapps and a quartet of assisting dancers wound up the session with a sock turn—an interwoven tap and Spanish dance interpretation of Ravel's "Bolero." that was original, exciting and whammo. Sulivan kept himself in the background, introducing acts briefly, but giving the skow the aura of his appealingly-awkward manner, and sold the commercials manfully.

Peggy Lee, of course, is one of the top pop singers of this day. She purveys a tuneful variety of sex which was evident even when she sang the Halo shampoo commercial, which is still a cavalier way of treating an artist. Her top number done in a cloud of artificial smoke was "Baubles" which made an interesting sequence.

Another episode of top quality was Gene Nelson's tap sequence with Jimmy Thompson and Pat Horn. Bit had semblance of a story line, the hoofing was colorful and imaginative and Nelson's song, "Gotta Dance" was nicely delivered.

In and imaginative and Nelson's song. "Gotta Dance" was nicely delivered.

Theoretically, at least, the love story of Elizabeth Barrett and Robert Browning should make the kind of TV fare that could utilize the medium at its intimate and sensitive best. If this wasn't exactly the case with "The Barretts of Wimpole Street," presented last week by "Krait Telévision Theatre" over ABC-TV, the blame must be pinned primarily on a vehicle that seemed too concerned with words to leave much room for emotion.

"Barretts" was written by Rudolf Besier and opened on Broadway in 1931, starring Katharine Cornell. On TV last week, adapted by Robert Howard Lindsay, it was still essentially a stage play, with little regard for the needs and requirements of the medium. Performances were uniformly good, but the characters somehow never became very convincing, possibly because there wasn't enough time to fully develop them.

Valerie Cossart appeared as Elizabeth, the semi-invalid poetess who in Browning finds the great love that gives her the strength to escape the domination of her father in whose devotion is mixed a strongly sadistic streak. Miss Cossart played the part more or less exactly as written, and in it achieved some highly dramatic moments, but didn't make the figure of Elizabeth really come to life.

Alexander Scourby, in his first appearance on the Kraft show, was very good as the impetuous and romantic Browning who lends some of his own strength to Elizabeth. Frederick Tozere as the cruel father, hated by his family whose lives he completely dominates, made the most of a juicy part. Here again, even though he was effective, interpretation was lacking. In contrast to the play itself, the TV version never gave the viewer an adequate understanding of what motivated this vicious man who seeks to destroy the things he loves.

Regardless of lack of the finer artistic merits of the play on TV, it was for the nost part good en

Regardless of lack of the finer artistic merits of the play on TV, it was for the most part good entertainment and Fielder Cook, who produced and directed, deserves kudos for putting it on. Direction wisely avoided stage effects beyond the necessary and created as much movement as possible. All in all, it was a commendable effort.

Hift.

suggestion is pointed that the presentation could be the doorway to auvone's home, and camera after closeup of door, picks up Tommy Wood. a lad wearing leg braces and with his crutches near the street of the stre

p Comment

so far this film. Thus there is still no side two weeks by-side comparisons for public two weeks by-side comparisons for public to two weeks by-side comparisons for public the last the last the last that the last tha

All things considered, the group of Yale students responsible for this maiden effort in the launching of WBC-TV, the first student-owned-and-operated video station in the United States, rate a bow for the two-hour session that ushered in the new setup last Thurs. (29.

There were technical breaks in the program, plenty of "snow" fashed across the screen, a lost recording of the famed Harkness Tower chimes required emergency substitution via piano, and volume control required frequent adjustment. These were a few of the negative elements, but to offset them, program as a whole came through in okay shape and was a credit to the producers.

One unusual angle was the fact

One unusual angle was the fact that station has no audio trans-mitter, consequently it was neces-sary for viewers to catch sound by tuning in the parent radio station WYBC. Synchronization clicked

WYBC, Synchronization clicked okay.

Setup involved a closed circuit, with 2,000 feet of coaxial cable strung through underground steam tunnels to various Common Rooms throughout the university. In addition to receivers at central gathering spots, it is estimated there are about 50 in individual rooms at precent

present.

WYBC-TV is owned and operated completely by studes on a strictly commercial basis. Having built up a list of sponsors over its 14-year career as a radio outlet, station has been able to launch its video program on a paying basis. Pahst Brewing Co, picked up a fairly substantial tab for the initial two-hour show and also furnished liquid refreshments for break-in audiences.

Highlighting the show were cuffo

show and also furnished liquid refreshments for break-in audience. Highlighting the show were cuffo appearances of Morey Amsterdam, Jerry Lester and Gene Rayburn, thanks to WNBT; J. Fred Coots in a medley of his song creations and Annabelle Lee doing vocals. Patit Gillette, from Miami's WTUJ, was in for dance interpretations, and added talent included members of Yale's Drama Department and School of Music; Eli's Orpheus and Bacchus Singing Society; football coach Jordan Oliver. Original songs were by Ronnie Singer, who doubled in the control room. M. C. assignment was solit equally between Terrence O'Brien and Charles Crowley. Andrew Vladimir drew billing as executive producer. Station will function on an entrational, basis but will include latter angle on appropriate occasions. Entire personnel of studio works without compensation, as an extracturricular college activity. Present plans call for one hour of telecasting weekly.

MAN ON THE GO
With Alex Dreier, Joseph Gallicchio orch, guests Tony Weitzel.
Lucia Carter, Janet Kern, Larry
Wolters
Producer-director: Lynwood King
15 Mins.: Tues., 9:45 p.m.
INTERNATIONAL HARVESTER
WNBQ, Chicago
(Young & Rubicam)
WNBQ news commentator Alex
WNBQ news commentator Alex

(Young & Runcount)
WNBQ news commentator Alex
Dreier makes a point of informing his viewers that "the only
formula on this show is no formula
at all." He carries the idea to the hilt.

hilt.

One show, for instance, featured the Chi produce market in action. Another devoted 11 minutes in the 14:30 format to film clips from pre "The Cruel Sea" and ended with orch rendering excerpts from "La Boheme." Next week it's to be the cattle industry.

Boheme." Next week it's to be the cattle industry.

Judging from show caught (27) the "no formula" idea is carried into more than just subject matter chosen. This edition had a panel made up of Chi TV critics, with exception of gossip columnist. Tony Weitzel subbing for Daily News colleague Jack Rvan. When the going got good, Dreier ended the queen session to cue the doe Galliechio orch for a tune. Subsosedly to "relax the panel." As it turned out they were relaxed right off the air as time ran out.

Few moments the panel had to answer such questions as what's happening to Chi as a TV critics like Garroway leave the Windy City scene proved the highlight of the show. Although interesting comments were garnered, panel was less than sparkling with exception of Weitzel whose radus TV grounding came through. He has two NBC outings of his own.

Only conclusion to be drawn from shows so far—Dreier needs a formula.

JOSEPH SCHILDKRAUT SHOW

(Candle in the Sun)
With Sylvia Sidney, Peter Fernandez, Marion Bussell, Morton L.
Sievens, Tom McDermott, Glenu Walker, others
Producer: Ray Benson
Director: Barry Shear
Adaptor: Tad Mosel
30 Mins: Wed. 8:30 p.m. Sustaining DuMont, from New York

Adaptor: Tad Mosel
30 Mins.; Wed. 8:30 p.m.
Sustaining
Pullont, from New York

It is a familiar irony of dramatic series on both radio and video that the first script and show, the one Arewed by the reviewers, is often the sub-inverage one for the run. Such may well be the case with peaper to "Candle in the Sun," an almost actionless and pointless offering in which an unsuccession that was made to substitute "mood" for "story."

A short story by Frank Robinson is credited as the original. Its choice suggests a deliberate effort to onen the Schildkraut series with an "array" item. In theory this is fine-Television could use some. But in practical execution this was an initiation of an imitation of Franz Kafka, the tubercular and neurotic genius of Mitteleuropa whose nightmarish writings predicted the horrors of Hitter hate.

A village in an unnamed country at an unstated period and for an inspecified reason faces annihilation by an unexplained method, perhaps, an atomic bomb but it's not clear Very little is clear in the plot save that the extermination may come precisely on the hour. Suspense is supposed to be created by frequent shots of the big village clock. Meanwhile Joseph Schildkraut and Sylvia Sidney sman and wife have gone to church where they and various other villagers are photographed in various postures of mounting terror. Only trouble is that viewers find it almost impossible to identify the situation or the emotions.

There is a "moral" which is that people ought to be nicer to me another and not, at the last hour of life, suffer remorse. For example, Schildkraut wishes he had given a mink coat to his wife and he wishes he and she had called on the new people next door whose child, on the way to church, doesn't seem a brat at all.

Program opens with an off-screen voice, "Curtain time, Mr. Schildkraut." "Coming," says the star. Then credits. Then Schildkraut domes through one door, alusts his tie, pauses, passes into studios marked in giant letters

kraut comes through one door, adjusts his tie, pauses, passes into studios marked in giant letters "DuMont Television Network." At the fadeoff Schildkraut, who will act in seven of every 13 programs in the séries, returns for a bit of childkraut.

chitchat.

Whole setup is plausible and Schildkraut, from the time of bis Poer Gynt' in the 1920's down to the present has been a familiar name. Unhappily for the kickoff the choice of script could hardly bave been riskier. Under the arrounstances detailed comment on the performances seems unkind.

Land.

PERSONAL STORY
With Eddie Albert, host; Eli Wallach, Anne Jackson, Ted Jacques,
Ethel Everett, Paula Bauersmith,
Harold Stone, Roy King
Directors: Carl Beler, Ray Abel
30 Mins; Sun., 4 p.m.
FEDERATION OF JEWISH PHILANTHROPIES
WABC-TV, N.Y.
The Federation of Jewish Phi-

STORK CLUB

STORK CLUB
With Sherman Billingsley, Jerome
Courtland, Mindy Carson, Mary
Mayo, Dorothy Kilgallen, Robert
Maxwell, Gaye Gotham
Stroock), Ceil Chapman, Faye
Emerson, Maggi McNellis, E. C.
Quinn
Producer: Sherman Billingsley
Assoc. Prod.: Alice Dawson
Director: Richard Schneider (NBC)
Writer: Herb Sargent
30 Mins.: Wed.. 7 p.m.
CHRYSLER - PLYMOUTH DEALERS

ERS WNBT, New York

Color TV Review

VARIETY

CARMEN (NBC TV Opera Theatre) With Vera Bryner, Robert Rounse-ville, Warren Galjour, Nadja Witkowska, Emalina deVita, David Atkinson, Edward Moor, Jim Boles Musical Director: Peter Herman Director: Peter Herman Adder
Producer: Samuel Chotzinoff
Associate Producer: Charles Pola

Director: Richard Scientider (NRC)
30 Mins.: Wed. 7 pm.
CHRYSLER: PLYMOUTH DELIWEST. New York
WEST. New York
WEST. New York
Consol-prickson)
Instead of "the most exclusive
most renowed interys patrons
at the Stork Club smoking Class
time sponsorship over Clis Sty Like
gett & Myers, they're now driving
into to the famed Seat 5348 St. N. Y.
Idea. That's about the major
transition from tobacco to automolive underwriting. excenting
is now paradine bis oblass environment over NIC facilities.
Debut show was the same lash
half-shour of glamor and talout.
Corson with two slick sons/loss;
Mary Mayo ditto; columnist Doortiv Kilgalon in a personal regalment of the columnist Doortiv Kilgalon in a personal regalment of the book of the columnist Doortiv Kilgalon in a personal regalment of the scompersation with two slick sons/loss;
Mary Mayo ditto; columnist Doortiv Kilgalon in a personal regalment spent "Spagletti Rag" on his harp
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rectif Rag on his harp Color television took a giant to the presentation of the presentation and the presentation of the presenta

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JERRY LESTER'S LATE DATE
With Jean Martin, Wayne Howell,
Bernie Wayne, The Travellers
Producer: Hal Relft
Director: Ted Nathanson
45 Mins., Sat., 11:15 p.m.
(CHOCK FULL O' NUTS
WMST, New York
(Frederick Clinton)
A vestige of the old (avorite,
"Broadway Open House," is back
on, WNBT on Saturday nights, and
it's all due to the yen of a restanrateur's wife to sing before the
cameras. Jean Martin, wife of the
(Chock Full O' Nuts chain owner,
has run through a succession of
tele shows and personalities with
which she's the featured singer, the
latest being Jerry Lester. This
time maybe it'll be permanent, too
le's Lester at his zantest and merriest, and the show's the closest
thing to "Open House" since the
latter's denise a couple of years
back.
"Late Date" has two of the in-

riest, and the show's the closest thing to "Open House," since the latter's denoise a couple of years back.

"Late Date" has two of the ingredients of 'Open House," lester; at his best and Wayne Howell as announcer and full for the conne It's a greatly simplified version, however, and its merits he merely in Lester's ability to create a party atmosphere in a cold studio. This time, the studio audience sits up on the stage, surrounding Lester, and most of the show consists of bits of business with the and Lester on show caught got a community sing going, pulled some people out of the audience for a playlet, clowned with Berme Wayne and the band, and engaged in some silly banter with Howell. He's a warm and funny gent, and consequently the show should pay off audience-wise.

As for Miss Martin, suffice it to say that since she's responsible for the show being on in the first place, her singing shouldn't cause too much pain. She's not very good, but she's a booker, and that has its compensations. Sumeone should teach her, how to position herself, however—she kept getting in the way of the cameras. Wayne's orch is a good one, and he's an excellent planist hesides being a composer of some note. Travellers impressed as a good vocal quarter. Where the show does need a lot of work and possibly some personnel changes is in the technical department. Show canght was inexcusably sloppy, especially for WNBT. Cameras failed to pan with the action, and at one time when they did, they picked up the back of a stagehand who blocked out all of the action One of the mikes was dead for Howell's commercials and allogether, the technical end was a mess.

SONG OF A CITY With Johnny Andrews, Robert Waldrop, Carl Stabley, Karaim

UNITED STATES STEEL THEATRE (P.O.W.) THEATRE (P.O.W.)
With Richard Kiley, Gary Merrill, Brian Keith, Phyllis Kirk,
Johnny Stewart, Don Hanmer,
Michael Dreyfus, Lloyd Knight,
Cameron Prud'homme, Anne
seymour, Russell Hardie, Morley Chang, Mary Fickett, Don
McHenry, Ann D'Autremont,
Thomas Palmer,
Produced: Theatre Guild
Director: Alex Segal
Writer: David Davidson
60 Mins, Tues, 9:30 p.m.

Director: Alex Segal Writer: David Davidson 60 Mins., Tues., 9:30 p.m.
U. S. STEEL.
ABC-TV. from New York (BBD&O)
There'll always be room in TV for a good, solid homr-long drama series. The 60-minute dramatic entries in video are probably at their peak this season, but qualitatively it's something else again, with the bUs-get-away-from-reality yen and other such compromises on story content all too frequently unnimizing their importance interns of creative TV. Perhaps MC-TV's Sunday night "TV Playhouse" alone has consistently maintained such devotion to story material.

material.

Thus last week's premiere of "The United Stabes Steel Hour" (Fuesday nights, 9.30-10.30 ABC-TV) was something of a revelation, numedately projecting Itself into the foremost ranks in the TV drama sweepstakes and bolstering the ABC-TV program rosters with one of its met prestige-laden segments. As with the erstschile U.S. Steel-sponsored radio drama series, which went off the NBC kiloeveles to make way for the company's how into the new medium, this TV series carries the Theatre Guild production banner, with Alex Segal holding down the directorial assignment. It's a tribute to both the Guild and Segal that last week's initial entry c'Steel Hour" is an alternate-week attraction), represented TV theatre at it's best Segal has resumed where he left off with "Celanese Theatre" a couple of seasons back in achieving values that are rare in a medium conditioned by a feverish pace, and overall the Theatre Guild brought in a production of a superior quality that would even do credit to a Broadway legiter.

For the premiere effort "Steel Hour" presented "P O W", an original teleplay by movelist David Davidson about the problems he setting GFs repatriated from a Korean cannot be a feverish pace, and original teleplay by movelist David Davidson about the problems he setting GFs repatriated from a Korean cannoth on the problems he setting GFs repatriated from a Korean cannoth of the play death with their emotional disturbances that prevented them from returning to explain the problems he setting GFs repatriated from a Korean from the problems here and the setting GFs repatriated from a Korean cannother that was destrowing their moral fibre was revealed to each out the atflicted PCIW's and in the problems here and very human mentor searching for repatriation with their did way of the Small group, succeeded in the breeder documentary approach and enhisting the major prodems of the wested it with a susteme element that heightened. The chart is dependent to the setting the major prodems of the production of the settin

that heightened the adiamate content. The combination of intelligent casting direction that was clean and inspired, plus fooduction that accepted no studie limitations, made possible a dramatle hour of the first rank. The camera work as the scenes shifted levek and forth from hospital to vignettes of prison life "brain washing" horrors was smooth to a point of perfection.

Only actors inspired by a plagmand direction could have person

Only actors inspired by a play and direction could have performed with such a depth of feeling and understanding. Particularly only-anding were Richard. Kiley as the play's rentral character. Gary Merrill as Major Mead, the asselistrat, Johnny Stewart, and Rean Keith.

I'S Steel was less fortunate in its commercial, once more principality; the need to attime a climpointing the need to attime a climpointing the need to attime a climpointing the need to attime a.

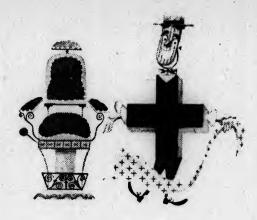
pointing the need to at me a con-cut's day to a show's content. The Mary Kay and Johnny Int. drama-tizing the consumer level of t'. S. Steel coming midway in the play wer too cute a switch from the serious tenor of the play's theme. **Rogs.**

Evan Gordon Klein Patricia Rowe Dolly Wheaton and Rernard Hollander was an instorical ninget and Carl Stabley lent digalty with his narration ties ins

id Carl Stabley lent dign a narration tie-ins Program's two speaker reene president of Ohio ackie Elmer Landseth, president of Ohio Bell and ackie Elmer Landseth, president Cleve-to a land Illuminating Co. had interesting messages but unfortunately on of Greene's opening remarks came at Rob the wrong time, Mark.



NEXT!



Have you noticed our clientele lately?

There's a distinctive, well-groomed air about the whole, handsome lot—and we're serving more of them all the time. (Mutual is the only shop in town doing more business than last year, for every month to date in '53.)

The cup rack over on the left reveals that 17 of the top 25 U.S. advertisers are regular patrons of this shop this year, compared to 11 a year ago.

But these top 17 comprise barely a fourth of our total customers: we're

busy catering to folks in all sizes... including yours.

You'll like our special tonic of radioflavored programming (\$1,000,000 in new shows just added to a long-run lineup for *listeners*). You'll also benefit from our special *home-town* treatment (560 local experts, no waiting).

And the Master Barber himself, Mister PLUS, tends the cash register—where all our matchless facilities add up to the lowest costs anywhere.

Next!

IMPROVE <u>YOUR</u> SALES-COMPLEXION!

Apply Multi-Message Participations to Multi-Million Homes

Daytime ... Evenings ... Weekends

\$1.00 (or less) per 1,000 families

CONSULT MR. PLUS:

MUTUAL

the network for radio ... PLUS



Telepix Producers Singing Blues As Companies, Programs Fold

There's a gloomy tint, with many telepix producers singing the blues, although the TV season is barely amonth old. Mortality rate has increased with one vidpix company folding, two suspending production "indefinitely," and a third going through a reorganizational wringer following intra-family squabbles and the loss of a series. Two series have received the axe, a third has been taken from one company and given to two others. given to two others

The wailing this early in the season bears out preseason predictions that heightened competition would bring a demand from sponsors and agencies for increased quality in product, that telefare which could be and was passed onto the public in the past is in the main no longer acceptable from the angel's viewpoint.

Thus 'Revelon Mirror Theaten's and the son bears of the season o The wailing this early in the

anger's ytewpoint.

Thus "Revlon Mirror Theatre," a series which two years ago would have been regarded as a fine entry in the vidpix field, was lopped off after only five weeks-on the air, the sponsor deciding against picking up the option on the grounds that he wasn't getting his money's worth, nor the type of Hollywood names which he had anticipated. The Hollywood "name" had suddenly become an inportant part of the overall picture, because white top talent in the past had ogled TV with a jamidiced eye, the past year has seen an increasing infinis of such names into the medium. So sponsor A was asking his producer why he couldn't get names as good as those offered by sponsor B.

Revue Productions, MCA's subside which possible which seed.

Revue Productions, MCA's sub-sid which produces Revlon, re-ceived a double-blow, with its longceived a double blow, with its long-time series, Chevron, dropped by Standard Oil of California. Here again the sponsor decided what he'd been having for two years wasn't good enough for today's competition.

competition.

DnPont, sponsoring "Cavalcade of America" series, produced in the past by Jack Chertok and Sovereign Productions, decided to give other companies a chance at the series, with pix which would have gone to Sovereign now being channeled to Jack Denove and Flying

Key Productions, organized chief-ly to produce the Red Skelton vid-pix, folded when CBS-TV deter-named the redhead must be on live. And Interstate Televison, Allied Artists subsid, which has had its Artists subsid, which has had its difficulties in making sales of its

'North' Vidpix To **NBC** for Revlon

Revion has not only cancelled its Saturday night "Theatre" vidipix series on CBS-TV, but has also given up the time. Instead, the client, via Weintranb agency, has purchased the NBC-TV. Thresday night 10:30 to 11 p.m. period and has acquired the John W. Loveton-Barragett.

has acquired the John W. Loveton-Bernard L. Schubert packaged "Mr. and Mrs. North" TV show as a replacement.

New film series goes into production on the Coast next, week with Loveton as producer, with the NBC preem set for Jan, L. Program gets a complete refurbishing with new writers, and the "Mrs. North" characterization gefting a glamorized treatment to tie in with the new sponsor.

the new sponsor.
Although 40/30-41 is station time, "North" gets a pre-preem

Althongh (10.30-11) is station time, "North" gets a pre-preein guarantee of a 49-station picking. Heretofore "North" has had a Colgate identity, Radio show is still sponsored on CBS by the soap

Marine Corps Series

Trio of legit and radio-TV pro-ducer Martin Jones, theatrical an-gel Henry C. Olmsted and Prince-ton Film Center topper Gordon Knox has formed a new vidpix pro-duction firm-as yet unnamed. First project of the new company will be a series of half-hour dramas with Marine Corps background, on winch shooting starts next Monday 23 at Quantico, Va.

(2) at Quantico, Va.
Location shooting will be done
at Marine bases, while remainder
will be shot at Knox's Princeton
studios, with Marine Corps combat and training film clips integrated into the series. George Roy Hil
and Morton Wishengrad will script
the series, while Jones will produce and direct.

Some Agencies **Ready to Spring** Tint Film Ads

color-blind copywriters at ad agen-cies with video accounts now that interest in telecolor commercials is hitting the intense stage.

hitting the intense stage.

Although most major agencies aren't expecting a major telecolor pitch until all compatible b & w technical difficulties are solved other ad toppers fear that tinted exposure, once the FCC gives the ukase, night set off a clain reaction with major accounts scrambling for early leads in the competitive markets.

Client clamors are particularly

Client clamors are particularly intense at Compton and Biow, where the two are already pre-pared with backlogs of telefilms once used for theatre presentation.

Spokesmen at Young & Rubi-cam, Franklin Bruck, and Benton & Bowles, say that tinted commer-cials, although bringing in new clients, will not be ready for some months.

New clients considered on the available list include those with appetite or fashion appeal products. Tinted difficulties, however, appetite or fashion appeal products. Tinted difficulties, however, including presentation changes and production costs are miror compared to getting a decent film register from a small product such as eigarets and cosmetics. Some telecolor engineers consider actual use of small products on tints might blur, fade, or destroy a decent presentation.

As for the bankroll size, the enlarged camera crews, equipment and techniques are reportedly raising the ante to heights a normal b & w sponsor couldn't afford for an early color market audience.

Overall, the wait-and-see attitude seems apparent at the major agencies with toppers telling color-conscious clients not to get worked up about a system which is hardly resolved.

NIDORF VICE IKE LEVY AS CHAIRMAN OF O.F.

Nidorf last week was elected chairman of the board of Official Films, succeeding Isaac (lke) Levy, who becomes a board member. Official's board also named Herman Rush a v.p. of the

Nidorf, who manages Jo Stafford, joined Official as a v.p. last spring, He'll move more solidly into the Official picture in his new post. Narrate Sports Series

Joe Williams To

Narrate Sports Series

Joe Williams, New York Worldstolegram & Sim sports columnist, was signed last week as narrator for a new half-hour sports series being prepped by Maurice II when the latter moved in as prevy being prepped by Maurice II when the latter moved in as prevy learns will narrate film clips of athletic stats and events

5 Zouary said show is being offered as a live presentation, but at the meeting were Frank Satentif it Isn't sold it will be put on film and syndicated.

Demaret Vidpix Series To Make Link Circuit

Golfer Jimmy Demaret will star in a scries of 13 15-minute films on golf being produced by Cor-nell Film Co., according to J. Mil-ton Salzburg, president of Cornell. Series will be shot in Houston and at other links throughout the

Cornell has signed Bob Brumby, golf writer, to script the serie

Bogart & Bacall's Own Telepix Series

Humphrey Bogart and his soonse, Lauren Bacall, will very likely topline a telepix series 40 be produced by their own San-tana Productions next year.

he produced by their own Santana Productions next year.

Bogart reports when he finishes two film commitments he will proceed with such a vidpix venture, which he would finnee as well as produce. He plans a dramatic series, but hasn't seen a format he likes as yet.

Bogart says he's nixed many offers tossed at him, not only because he wants to enter vidpix with his own production company, but because "they all want me to be a private eye, or a foreign correspondent wearing a trench coat." Star avers he does not think a weekly show will hurt his theatrical b.o., adding "I just don't believe that argument that TV hurts you."

Lew Meltzer Asks Million In 'Daddy' Contract Suit Vs. Danny Thomas, Edelman

Danny Thomas, Edelman
Santa Monica, Nov. 3.
Charging breach of an oral agreement in connection with the TV show, "Make Room for Daddy," Lewis Meltzer, writer, filed suit in Superior Court against Louis F. Edelman, Danny Thomas and Martero Productions, asking \$1.017.000. Plaintiff asserts he wrote the format, background and characterizations for the Thomas show under promise of royalties, screen credit and 5% of the profits. Although his format was accepted, he says, he has not received employment, credit or pay.

Meltzer estimates that the series will run for five years and wants salacies, profits, royalties and screen credits covering that period.

COUNCIL OF CHURCHES SETS RELIGIOSO SERIES

Dallas, Nov. 3.

A new series of religious films under the title, "The Pastor," will make its debut on scores of TV strions beginning this month, according to the National Council of Churches' Broadcasting and Films Commission.

Series was nionear.

Series was pioneered here nearly four years ago and features Dr. Robert E. Goodrich, Jr., pastor of the First Methodist Church of Dallas and actors culled from vari-ous local theatrical groups. Each program is a complete 15-minute unit and brings out themes that bear directly on the live's of people beset by moral and spiritual prob-lems.

leased in a 13-week group for free sustaining use by TV stations.

Ohio TV Story Filmed

Cleveland, Nov. 3. An industry-wide, two-reel pro-motion film, "Right Before Your Eyes," has been released by WEWS to highlight TV's growth in north-

scripted by Don Perris, and produced by Coleman Motion Pictures, the film encompasses operations at seven major video outlets in its comprehensive story of TV's granth. Film also introduces Film also introduces comprehensive story of TV's growth. Film also introduces viewers to programs and personnel of the new UHF stations, WFML-TV, WKBNTV, WAKR-TV, WICA-TV and soon-to-be creeted WMACTV. At the same time, film alerts viewers to WERE and WHK, both expected to soon have TV operations.

'City Detective's' 171-Station Spread: Falstaff Buy Sets New Spot Mark

Screen Gems Mulling 2 New Vidpix Series

A New Yidpix Series
Hollywood, Nov. 3.
Screen Gems, subsid of Columbia, is mulling two additional telepix series, Columbia production manager reported here. They would be in addition to "Ford Theatre" series currently produced by SG.

When there is sufficient production to insure SG is on profitable basis, company will bring in a top production and idea man to run the overall operation.

Guild Films Sets \$6,000,000 Gross As Goal for '54

Guild Films, which is currently in production on three half-hour vidpic series and later in the week will announce production plans for will announce production plans for one or two more, expects to hit a gross of \$6,000,000 in 1954, prexy Reub Kaufman, announcing the appointment of Barney Goldman as national sales manager, said the one and a half year-old firm will reach a billings take of \$2,500,000 this year,

this year.

Figure of \$6,000,000 is based on a monthly billings take of \$500,000. Kaufman said firm hit a high of \$427,000 in October, and since that doesn't include "Joe Palooka," which isn't in distribution yet, the \$500,000 monthly figure is a likelihood for next year, with "Palooka" in distribution. "Life With Elizabeth" in more markets, and new product being turned out. He'll announce the firm's new production plans from the Coast later this week.

week.

Announcement of the appointment of Goldman came at a press party at the firm's new N. Y. offices. Goldman was northwestern sales chief for Ziv until 1949, when he left show biz to take over the presidency of Western United Dairies in Chicago, Prior to his longtime term with Ziv, he was a band booker on the Coast, John Alicoate, who joined Guild a couple of months ago as assistant sales chief, will work under Goldman.

Kaufman also revealed that "Liberace." the other series which Guild produces - distributes (Lou Snader produces for Guild) is now in 120 markets, while "Elizabeth," which went into distribution a couple of months ago, is in 40. He said the future policy of the firm will be to distribute only its own product. Guild currently distributes "Invitation Playhouse," "Lash of the West," some film features and a couple of other packages owned by outside interest. It's expected to drop these when its distribbing pacts expire. Kaufman also revealed that "Li-

ABC FILM SYNDICATE SETS KEY STAFFERS

With two vidpix series all ready to sell. ABC Film Syndication finally has made key appointments in its sales and traffic staff. George T Shupert, ABC, v.p. in charge of syndication, this week announced appointment of John B. Burns as supervisor of the Chicago office and Frank Freeman as his admin-

and Frank Freeman as his administrative Assistant in N.Y.
Burns moves over to ABC from CBS Film Sales, where he was an account exec. Previously, he was on the Chi ABC radio sales staff. Freeman, an ABC staffer, was most recently assistant manager of the film program department for the network and WABC-TV locally. Shupert also named Joseph Greene, former assistant manager of the NBC Film Syndication film center, to the post of traffic manager, and Patrick W. Rastall, who's been with ABC radio sales in Chi. to an account exec post in the Chi office.

Largest regional spot sale in vidpix history was wrapped up this week by MCA-TV. Ltd., the distribution arm of MCA's vidpix setting, with sale of its "City Detective" series to Falstaff Brewing Co. in 118 markets. Together with the program's current lineup of 53 stations, sale gives the Rod Cameron starrer a total station lineup of 171, far and away the largest of any show currently, in syndication.
Falstaff deal was set via Dancer-Fitzgerald-Sample. The 118-station spread will embrace all of the brewery's markets, in the midwest south and Coast. Eventually, it's hoped that the show will be moved into eastern stations under the Falstaff.

hoped that the show will be moved into eastern stations under the Falstaff banner too.

Brewery up to now has thrown its TV coin into sports, via sponsorship of St. Louis and Chicago major league baseball telecasts, and the ABC-TV baseball 'Game of the Week.' In radio too, it's concentrated on sports via regional hookups on major league games plus sponsorship of Mutual's "Game of the Day." But with more and more breweries going into bankrolling of dramatic and mystery vidpix on local and regional basis. Falstaff made its bid in a spectacular way.

basis, Falstaff made its bid in a spectacular way,
"City Detective" is produced by Revue Productions, the production end of the MCA vidpix operation. Falstaff's buy will probably result in expanded production on "Detective," which will make up for Revue's loss of the Revlon account for "Mirror Theatre," which the firm cancelled last week on CBS-TV.

Foley Scramming Vidpix Syndication

Terming speculative vidpix production and distribution a "battle of the giants," producer George F. Foley this week dropped plans for syndicating his own vidpix. Predicting that more product will cause a price squeeze in local markets. he announced that production on "Tales of Tomorrow," his first series slated for syndication, would be dropped after completion of

on "Tales of Tomorrow." his first series stated for syndication, would be dropped, after completion of two pilots.
Foley will concentrate on industrial pix and other "on order" vidical pix and other "on order" vidical pix and other "on order" vidical pix and other the starring of the s

Bebe Daniels, Ben Lyon Peddle Telefilm Series

Bebe Daniels & Ben Lyon, expatriate U. S. filmsters who have been stage faves in England for many years, are trying to crash the U.S. teevee market via a filmed show "At Home with the Lyons," a situa-

"At Home with the Lyons," a situation cemedy.

Couple have sent over three episodes of their projected series for peddling to the networks. They're being represented by Harry Foster, head of the Foster Agency, who is now in the U. S. on a visit. Foster office is the British representative of the William Morris Agency.

Foster left last week for Holtwood, for a 10-day stay, and will spend an additional 10 days in New York before returning to England.

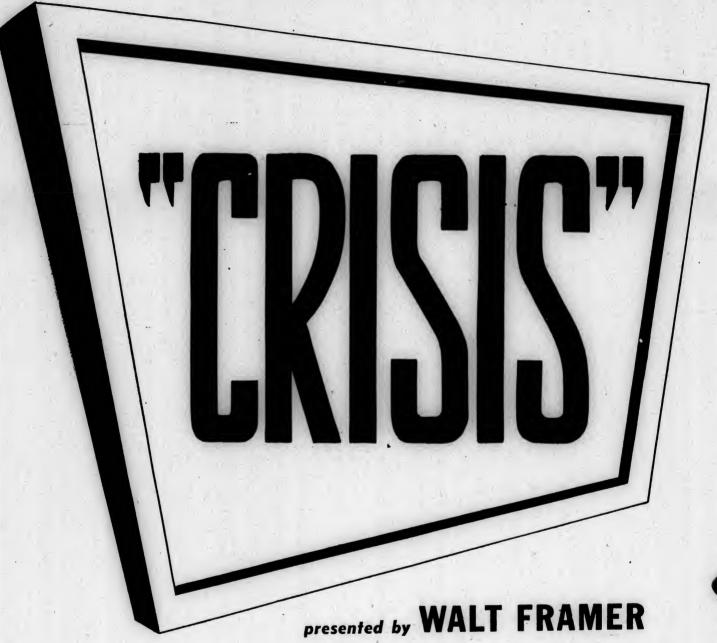
England.

'Flash Gordon's' Europe-to-N.Y.

Martin Poll, partner with EdGruskin in Inter-Continental TV Films, returned from Europe over the weekend with four additional cans of the "Flash Gordon" series being shot in West Germany by Inter-Continental for Motion Pictures for Television's new film syndication department.

a brand new approach to

DRAMATIC PRESENTATION...



• Conceived with an eye to high-rating potential at mod-

Half hour once-weekly dramatic show with a novel basic idea.

TOP PERFORMERS . TOP SCRIPTS . TOP DIRECTION . TOP PROMOTION

Produced by the Same Organization Which Delivers "Strike It Rich" • "The Big Payoff" • "Double or Nothing"

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Television Chatter

New York

Boston, is sales manager of WDAV in the Hub.

Der Engelbach tapped to prochane Parker Pen's holiday show.
Barbara Joyce in repeat performance on "Ethel & Albert" Saturday last 1311 as neighbor Myra Cloris Leachman starred on "Philip Morris, Plashouse" last Thurschut of a son Lionel Wilson cast 162 in the Hub.

"The Hasty Heart" and "Janie, "incoming on Wolk's "Broadway TV Theatre."

"NIBC-TV exe producer Herbert Swope, Jr. was guest lecturer last yielden." The Hasty Heart's and "Janie," in Carew Wilber's script, "Tobort, outlet started." The Wolker of the Scale of the Salurday (T), on WPIX. "Serind, and NAT Busker Crabbe takes a law-week leave from his WAE. TV western kodshow next week to play the lead in Official Films." Captom Valtant" vidpix series locationing in French Moroco, "Jack Warden featured on tomaths (Wed) Krait TV Theatre on MRC-TV. Lonel Wilson set for Broadway TV Theatre's "Wolf. Tv production of "Janie" starting Monday 99. "Shelley General Captom Valtant" vidpix series locationing in French Moroco, "Jack Warden featured on tomaths (Wed) Krait TV Theatre," WOR. Tv production of "Janie" starting Monday 99. "Shelley General Captom Valtant" vidpix series locationing in French Moroco, "Steven Gethers set for running bart on Uvoc of Life". "Billy Malle got the permanent music assignment and "Droad of the femine her acting career." Sleven Gethers set for running bart on Uvoc of Life". "Billy Malle got the permanent music assignment on "Suspense". Sportscaster Jay Owens signed at the new television "Dr. I. Q." will ment to the Captom of Striphit year will provide "Alice in Wonderland" (distributed by Crown Pictures) for display on its this signents during Christian week work of Edmond Casarella, and incokeleys for the "Carmen" colorial to the constant of the Coast Nov. 8 to set an expert Leonard Meyers, whose chief problem was finding enough anneoakleys for the "Carmen" colorial to supply the demand . "Ziv TV Co says its publicity release as ex-sales chief of WCOP.

Wheeler, identified in the release as ex-sales chief of WCOP.

due in town next Monday (9) to discuss the projected "This Is Hollywood" show with Talent Associates, packages, . . Ezie Pinza (NBC-TV) has done a "Slient Night" recording to be played on "I Love Lucy" (CBS-TV) at Yule time, both shows being in the Philip Morris stable.

Hollywood

Hollywood

David Street asked for and got his release from "Fin Pan Alley," on KLAC-TV, beefing he was allowed to sing only two tunes in four weeks. Hal March replaces as emcee-moderator. Michael O'Shea toplines "Four Things He'd Do." for Schlitz Playhouse. Packager Walter Richards moved to Chicago. Cleve Hermann named director of sports for KNBH. Jack Feldmann joined Oxarat Productions. KTTV sales chief John Vrba vacatloning. Brian Donleys inked as guestar on Eddie Cantor's "Colgate Comery Hour" frame late this month. Remarks Humphrey Bogart ament live TV: "No name stars should ever sign for a guest shot on live television, without first taking a good look at his script". United Airlines failed to renew Marry Owens' show. Pinky Tomlin launched a new program on KNXT, following an ill-starred venture on KTTV.

Chicago

Chicago

Al Morey to MPTV as account exec... Booking of ABC's "Super Circus" has been absorbed by Associated Booking Corp. with Al Dobritch agenting. Dobritch had previously booked the plum privately... Herb Laufman and Jules Pewowar regular commuters to Gotham handling the new Gloria Deliaven-Lisa Ferraday show for ABC... Frank McGivern new account exec for WBKB... Preem of Kling Studio's "TV Kitchen" set for Hotel Radisson, Minneapolis, Nov. 6. Rabbi Ralph Simon guest speaker on WNBQ's "The Pulpit" Nov. 8... WBKB's Mique Collis suffered a fractured wrist and two fractured ribs in an auto accident enroute ther fashion show last week... CBS-TV's Jackie. Gleason subbed for Coasting Irv Kupeinet on his WBBM-TV show last week... Alex Dreier's five minute newscast via WNBQ bankrolled the next 13 weeks by Protecting Coatings Corp via Jerome Reese

Sarnoff's Electronic Show Biz

capital." He explained the method records and reproduces pictures in motion with no intermediate steps such as film processing.

motion with no intermediate steps such as film processing.

"I might point out to you," he said, "that here is an electronic development endowed with far wider horizon than its immediate purpose in TV broadcasting. It does away with all chemical processing and pictures can be viewed the instant they are taken, which adds new flexibility in making of motion pictures.

There will be no need to wait for the next day to see "rushes." Everything will be processed electronically. There is the added advantage that tape may be "wiped off" and reused again and again. Moreover, original tape can be multiplied to many tapes for convenient, and widespread distribution in television stations throughout the world.

Tape presently used is half-inch wide and has plastic base with coating of magnetic oxide.

Citing further progress on the tape. Sarnoff declared "this will

Citing further progress on the tape, Sarnoff declared "this will make the process inexpensive and economical and the development obviously holds great promise for motion pictures as well as television."

vision."

Commenting on its home use, the general said "magnetic tape recording of video signals should make possible simple means by which TV set owner can make recordings of TV pictures in the home and they can then be 'performed' over and over through television receivers.

An Excited General

An Excited General

"Just as a phonograph record is played at will it may also be possible to make video tape home movies without need to send the tape away for processing." Almost gleefully he added "In my lifetime I have witnessed many advances in radio, television and electronics but few have stirred my imagination more in recent years than

sure are obvious to you in this film | color television and video tape re-

color television and video tape recording.

"Electronic motion pictures in black and white and color for television for the theatre and for the home will stem from this remarkable development. Today we are only on the threshold, but the electronic door has been opened wide and gives us a fascinating vista of the future."

Sarnoff said RCA development of tape recording was part of a request he made at RCA laboratories in September of 1951 at the party commensorating his 45th year of service in radio.

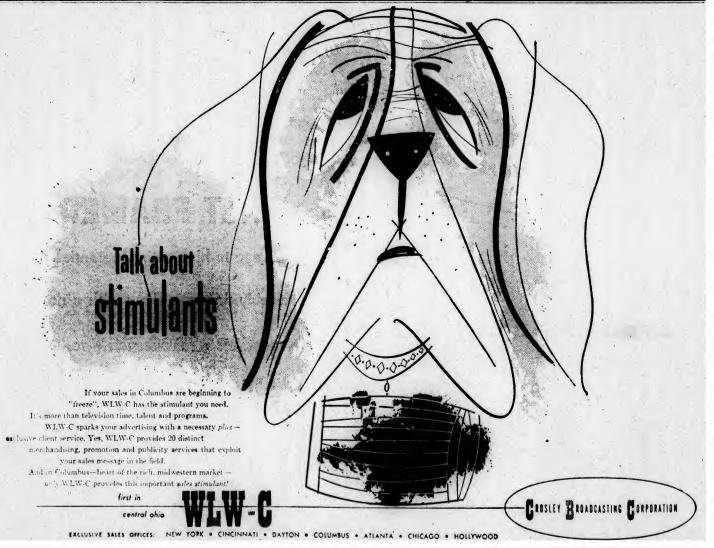
commentorating his 45th year of service in radio.

Request was that scientists and research men give him three presents to mark his 50th anniversary in 1956—television picture and tape recorder, electronic air conditioner without moving parts, and true amplifier of light.

144 for NBC-TV

Continued from page 26

WFBC - TV. Greenville, S. C. WMRC, Inc.; WJHL-TV, Johnson City, Tenn., WJHL, Inc.; KMID-TV, Midland-Odessa, Tex., Midessa TV Co.; KOAM-TV, Pittsburg, Kan., Pittsburg B'casting Co., Inc.; WCHS-TV, Portland, Mc., Congress Square Hotel Co.; KOMO-TV, Seattle Fishers Blend Co., Inc.; WCHS-TV, Portland, Me., Congress Square Hotel Co.; KOMO-TV, Seattle, Fishers Blend Stations, Inc.; KCEN-TV, Temple-waco, Tex., Bell Pub. Co.; KWWI-TV, Waterloo-Cedar Rapids, Ia., Black Hawk B'casting Co.; WJDT, Jackson, Miss., Lamar Life B'casting, Inc.; WJHP-TV, Jacksonville, Ia., Jacksonville Journal Co.; KSLA-TV, Shreveport, La., Interim TV Corp.







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PATTEE CHAPMAN "MISS DUFFY"



JIMMY CONLIN "CHARLIE"

DUFFY'S TAVERN, produced by HAL ROACH Jr., comes to television with 39 NEW 1/2 hour custom made TV films

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IT COULD BE YOU
With Res Merridew. Glen Bammann. Stan Gee, Timmy Dotson,
Bob Bowsma, Gene Walz, Brooke
Taylor, Glenn Rowell, Gene Carroll. Ed Stevens, Walt Kay,
Bruce Charles, Bob Evans,
"Pinky" Hunter, Dick O'Heren
Producer: C. M. "Pinky" Hunter,
James Aubele
Writer: Thomas Edward O'Connell
69 Mins: Fri., 10 p.m.
WHK. WGAR, WTAM, WERE,
WSRS, WDOK, Cleveland
This hour-long, nostalgic documentary was presented as radio's
contribution to help kickoff the
Cleveland Community Chest. With
six stations carrying, it marked a
fine industry presented in the six stations carrying, it marked a
fine industry presentation for, civic
enterprise. Penned by Thomas E.
O'Connell, the script was a wellchartered highway for the city's
radio best to spotlight the need for
Finnd contribution, and it also
marked a fitting remembrance
that the community fund idea originated in Cleveland. The vehicle
also incorporated a sizable chuck
of the city's history, dating back
35 years. In its overall presentation, the 60-minute pitch, despite
a moment or two of over-developed prose, was a living story of
the vital heartbeat that is Cleveland's past in relationship to today.
Mayor Thomas Burke, who will
soon be a member of the U. S.
Senate, added a closing wholesome
note in his plea for Fund support.
It would be impossible to name
any one of the participants for signal innors in this well-executed
presentation. Each participant, including musical director Willard
Pott, and engineering by Charles
Camment, can feel his has helped
make "It Could Be You" an inspried radio hour. Mark.

CAMPUS EDITORIAL

CAMPUS EDITORIAL
With Barbara Delatiner, Jake Glazer, Edward Lipton, Irwin Chavkin
15 Mins., Thurs., 10:30 p.m.
Sustaining
WINS, New York
"Campus Editorial" is a lively discussion show produced by New York U.'s Radio Club. It was on WINS for 34 weeks last year, and the station has wisely decided to give it another ride this semester. Program is entertaining, and station only helps to encourage college students to do radio work but gives itself a nice public service boost by doing so.

It's a combination panel-debate, and topic in the initialier was the two-party system in American politics. Barbara Delatiner, co-editor of the NYU undergrad newspaper, handled the con while Irwin Chavkin, former editor of the Bulletin, did a smooth job on the procud. Jake Glazer, as permanent panelist, filled in with some okay questions to the debaters.

It's a student-produced, directed and enacted job, but aside from the intrained voices, one would never know it. It deserves the professional showcasing it's getting.

Pee Wee King Cleve. Show

Pee Wee King Cleve. Show

Pee Wee King Clevel and Nov. 3.

Pee Wee King and his 10-piece
band have signed to an hour-long
11 p.m. stanza, Wednesday nights
over WEWS with Standard Brewing Co. picking up the tab. Gerst,
Sylvester & Walsh, Inc. is the
agency.

Show will offer a guest celebrity, and provide for square dancing in WEWS' main studio.

YOUTH AND THE U.N.
With Rev. Kimball Underwood
Producer: Dorcas Rutherberg
15 Mins., Wed., 7:15 p.m.
Sustaining
WHAS, Louisville

First of a radio series to be taped in private and public schools. "Youth and the "U.N." teed off with a seventh grade social studies class from one of the town's public schools. Subsequent airings will be made from schools in the area, both public and parochial.

both public and parochial.

Teeoff airing had an Episcopal rector as moderator, Rev. Kimball Underwood. With a well-modulated, sympathetic voice, the Reverend had no trouble getting the seventh graders to talk up their views of the U.N. and related subjects. The techagers' knowledge of current events and world conditions was sharp, and the leading question. Why are seventh graders interested in the United Nations?" brought forth several viewpoints which adults could profit from.

Central theme of the discussion.

which adults could profit from.
Central theme of the discussion was that teenagers now in school will someday be the citizens of the U. S. and the world in which they live, and are therefore entitled to be enlightened on world affairs and the machinery for settling world problems. While most of the youngsters seemed to parrot ideas and info indoctrinated by their teachers, this type of airing gives them an opportunity to express themselves, to discuss and think about affairs and actions of world import, and can be a great influence for wider information for the

ence for wider information for the upcquing generation. HAS staffer in charge of public affairs airings, has turned in a worth-while effort in this first airing, and subsequent broadcasts on the theme should be enlightening to young and old alike.

Telepix Blues Continued from page 34

series, called an indefinite halt on production activities until its in-vestment could be regained,

Crosby's Hiatus

Bing Crosby Enterprises, like Interstate, has had trouble regaining its investment, so BCE also called an indefinite stop on production, although it will temporarily set up shop for the vidpix debut of its owner, Bing Crosby.

Sovereign Productions, beset by problems which saw Gil Ralston and Arthur Ripley ankle as pro-ducers, also suspended production indefinitely.

Producers were reluctant to express themselves on-the-record for the haphazard situation, but confided a number of reasons, from rising labor costs to difficulty in obtaining proper stories for the half-hour stretch. Those on the creative end of the business put the blame on the producers, saying their attempt to cut corners on budgets was a false economy resulting in bad quality. And producers in turn blamed their sponsors in many instances for interior quality, claiming they were "forced" to produce such-and-such a script.

With all this, it was all indicative Producers were reluctant to ex

with all this, it was all indicative of an upped quality demand in TV, and the thinking in the industry is that while there may not be so many companies around in the future, the celluloid they turn out will be of a much improved quality.

AND FOR TOMORROW
Writer: Donald Spatz
15 Mins.: Monday, 2:15 p.m.
WCSH, Portland, Me.
U. S. Dept. of Health, Education
and Welfare's Social Security Administration is experimenting with
a soap format to bring the word
concerning its old-age and survivors insurance system to as many
as possible of its 50-odd-millon
living present and future beneficiaries. SSA's more than 500
field offices are currently placing
the 14-shot series for cuffo rides
on upwards of 800 AM outlets,
with a TV version using puppets
soon to be available.
Story line for 14 unconnected

on upwards of 800 AM outlets, with a TV version using puppets soon to be available.

Story line for 14 unconnected episodes was furnished by Government outfit to Donald Spatz, former director of public service features for Balto station WFBR, who provided the dramatization Disking was done in D. C. transcription studio, using AFRTA casts. Initial episode as spotted here between commercial soapers sized as pro job throughout, with, however, only mild entertainment values being allowed to interfere with a straight pitch for the "product," an approach that could be suicidal, if mass listenership is the object. Thinking might be that the benefits themselves are of sufficient interest to render extraneous business unnecessary, with soaper overtones introduced only to get around the pedantic serious gab sessions that the outlets are inclined to nix.

Session caught had an oldster couple yanked out of a morass of gloom and desperation by the news that both would wind up their earthly careers cashing old-age insurance checks. Along the way, it was explained how one might become entitled to benefits on the basis of employment in certain pursuits brought under the system by recent amendments to the legislation, and household employers were told how easy it was for them to report their regular employees.

Subsequent stanzas are slated to touch on all phases of Social Security. But is one's own welfare more interesting than Mary Worth's misery? Possibly the answer is no.

Don.

KSD-TV

Continued from page 27

Continued from page 27

location plan was adopted.
Only one of the seven VHF applicants has so far commented on the KSTM petition but it's expected the others will have a similar reaction. In opposing the proposal, radlo station KXOK, which is contesting for channel 4, said the solution offered to the intermixture problem in St. Louis would be "worse than the ailment since it would have the existing VHF station (KSD) playing 'King of the Mountain' with a large number of Lilliputians."

As for KSTM, which is one of two UHF'ers operating in St. Louis, if it can't get its proposal adopted it may give up UHF. The Commission last week refused to allow it to enter the contest for channel 11 while holding onto another channel (36). The station had told FCC it might surrender its UHF permit if it had to make a choice.

WOR-TV Audience

Continued from page 29

\$1.700 budget and "Tension" only

S1.700 budget and "Tension" only a \$900 bill, agency fee included. Low-priced shows far outranked other more expensive items. Station is highly satisfied, too with its "Double Exposure" setup. Three out of the five programs involved drew higher ratings on WOR-TV on second run than they got on their original run on network flagslips. "Sky King" got a 4-4 on WOR-TV compared to its 2.7 on firstrun WABC-TV. "Man Against Crime" got a 5.2 on the second time around compared to 4.2 on WABD, and "Inspector Mark Saber got a 4.5 second run compared to 3.9 firstrun on WABC-TV. All ratings, first and second run, are Pulse for October. In the two other cases, the WOR-TV second run (at no time charged got an audience increase of 87% for "Pulse of the City" (2.0 on WOR-TV and 2.3 on WABD).

New Orleans-Bob Murphy ations manager of WDSU-T New Orleans—Bob Murphy, op-erations manager of WDSU-TV for the past year, resigned to join KOA-TV, Denver, as producer-director. He assumes new post on Nov. 15.

Inside Stuff—Radio-TV

Magnavox has blossomed out with large ads in the dailies to plug black and white TV receivers and at the same time to put the damper on colorvision. In accenting its "Chromatic TV" with its "near to life, size pictures" (27-inch tube), it put that dimension against the "small" (9x11½) color screen, pitted costs for current sets against that of tinted receivers (in the \$1,000 class) and stated that "color television will not obsolete present day TV sets."

With meet other set manufacturers workled shout large them.

with most other set manufacturers worried about losing Xmas business due to the extensive play given to colorcasts, demonstrations, etc., the Magnavox message apparently caught its competitors napping. On the other hand, Magnavox costs more than the great majority of other telessets, and it has no double stake in color TV such as RCA through its NBC, and CBS through its CBS-Columbia division (formerly a subsidiary but altered last week). Most sources involved figured that the Magnavox stand would have had greater force with the public had the ad been on an industry-wide basis, but the Fort Wayne outfit was still in there first. On the same day that the ad appeared, last Sunday (1), in the N. Y. Times, the latter's Jack Gould had a Page 1 review of NBC's "Carmen" colorcast in which it was brought out that he had seen the show on a colorset installed by Emerson in a living room at Old Greenwich, Conn.—presumably his own home. This was considered the biggest plug given to a specific manufacturer so far in the scramble for a place in the color sun."

Lawrence E. Spivak's "The Big Issue" went from a "war" to a "peace" theme in one uneasy stage on Monday (2) over DuMont television. Carded for the half-hour "war" stanza were the major candidates for mayor of N. Y., but with Democrat Robert F. Wagner, Jr., asking out from the election eve appearance, Spivak decided to go from all-municipal to all-global. He brought together two of the world's foremost antagonists—the respective ambassadors from their countries to the United Nations—Abba S. Eban of Israel and Dr. Farid Zeineddine of Syria. That there is no mere surface dislike between the diplomats was evidenced in the conditions laid down by the Syrian. In "The Big Issue" the debators sit alongside each other. Dr. Zinneddine wouldn't go for that. So Spivak caused this part of the rigid format to undergo a change by permitting the man from the Levant to make his pitch and then scram the premises while the Israeli was rebutting. Subject matter, by the way, was "Peace in the Middle East."

Show, incidentally, was not seen in N. Y., Liberal candidate Rudolph Halley having bought the time. A kine of "Big Issue" will be shown at 4:30 p.m. next Sunday (8) on WABD, DuMont's N. Y. flagship.

That longtime antipathy between network programmers (with their attempts to install only house-owned shows on the webs) and indie packagers appears to be fading, at least at ABC-Radio.

Network is inviting one indie packager each week to sit in on the web's Thursday sales meetings, to present his shows and views on sponsor needs. Web feels that if salesmen run up against a particular sponsor who wants what it hasn't got, knowledge of what's available in outside packages might solve the problem, helping both net and the sponsor. First guest was Lou Cowan, who appeared last week (29). The three Johns, l'asterson, Reddy & Nelson, are due to sit in tomorrow (Thurs.)

In an unusual development last week, the William Esty Co., agency In an unusual development last week, the William Esty Co., agency for Camel Cigarets, turned "employment agency" for a freelance pressagent. The p.a. is Tim Marks, who until last week's official extinction of pioneer Earle Ferris' company as a radio and TV publicity entity, had been its chief writer for about 16 years and in his capacity intimately familiar with Camel programs. With Esty in the throes of assigning the account to another outside company, the agency was specifying that Marks must go with the deal. Who gets the plum is not yet known, but it seems to be a case of at least one staffer being "in" before the official nod is made on the outside company.

Toppers at Variety Clubs International-Will Rogers Memorial Fund, Toppers at Variety Clubs International-Will Rogers Memorial Fund, Inc., are currently chafing at the bit at radio-TV webs' refusal to help bankroll the Saranac Lake, N. Y., TB hospital. Fund chieftains state 90% of the revenue is derived from the pix industry although memorial hospital handles radio-TV personnel. Continued refusals for concerted fund campaigns may force closing the hospital to the radio, TV industries, they state. Charles E. Chiek Lewis, founder and publisher of Showmen's Trade Review, who died suddenly Oct. 22, was exec v.p. of the fund. of the fund.

Harold M. Mitchell ad agency of N. Y. apparently has found a way to advertise girdles on television. Series of spots run last week on WOR-TV, N. Y., for Sarong Girdles managed to show the girdles in movement without showing the live model, which has been the big restriction in TVing the lingerie biz. Spots were done on film, with a model wearing the girdle over a black skin-tight suit. Via the use of phosphorescent lighting, everything was blacked out but the girdle on film, and the seemingly empty girdle moved as if it had someone in it which it actually did. Picture was superimposed on a plush velvet background, and the combination preceded by an action shot of a fully-dressed model making the same movements.

Picture used in the Les Paul-Mary Ford center spread in the Oct. 21 issue of Variety should have been credited to Pathfinder-Town Journal





If you're hot to do business in New York...

We're talking about "movie Quick Quiz"—
the "sellingest" auiz
show in IV-slotted
on WABD— New
York City-12:30 to
1 p. m-monday thru
Friday— Mc'd ly
Manhattan's Quiz
hot-shots—Dan
Mc Cullough and
Bruce Eliot—

get aboard this red hot TV quiz show on WABD! Channel 5

WABD is the station that's doing the BIG-TIME local production job in New York. That's why they bought

MOVIE QUICK QUIZ-

the program that's hitting the jackpot as a **BIG-TIME** viewership getter and sales maker. **If you are a TV spot buyer** who is interested in a clever deal that gives you lots of merchandising extras — get the "M.Q.Q." story from WABD sales department or Avery-Knodel Reps.

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Tele Followup Comment

Abel.

The CBS-TV "Person to Person' show presented another standout news personality portrait last Friday night (30) in Maj. Gen. William F. Dean, the recently returned Koreans prisoner of war. By remote pickup. Ed Murrow, from New York, chatted with Dean and his wife from a Washington, D. C., home. The technical aspect was handled flawlessly and, at several points, it appeared as if the Deans were actually in the studio with Murrow. For the most part, however, Murrow's voice was heard off the General. The same technique was also used in the Murrow interview with Sen. John F. Kennedy and his bride from Boston during the first portion of the half-hour stanza.

The closeup of Dean was superlyided. Under Murrow's was superlyided.

during the first portion of the half-hour stanza.

The closeup of Dean was supervideo. Under Murrow's questioning and via the camera's intimate detailing of the General's face, the full power of Dean's experiences in the Korean prison cell vas graphically projected. The showing of the Communist atrocity pictures, which were used widely in the daily press, was wholly unnecessary to get across the political point, since Dean made it fully by the still-agonized expression in his eyes. Dean, incidentally, closed the interview with a halting, but impassioned plea for the maintenance of full democratic rights in America as the best way to lick the totalitarian enemy.

The interview with the Kennedys

totalitarian enemy.

The interview with the Kennedys was not pegged on any headline event, but it was another valuable closeup study of an important Senator. It started as a folksy looksee into the couple's Boston home, but Murrow later switched into a probing of Kennedy's political ideas.

This show continues as the kind of visual journalism that TV was meant for.

"Seventh Heaven" received a sock interpretation on WOR's "Broadway TV Theatre" over the five-day repeat route last week as caught Wednesday (28). Warren Wade and staff rate plenty of posies not only on reasonably good fidelity to the 30-year-old John Golden-Austin Strong click legiter



GAY HAVEN

DETROIT CORAL RECORDS

cessful routes, now apart, albeit conceding that public opinion ascemed weighted against Godfrey. Abel.

The CBS-TV "Person to Person show presented another standout news personality portrait last Friday night 300 in Maj. Gen. William F. Dean, the recently returned Koreans prisoner of war. By remote pickup. Ed Murrow, from New York, chatted with Dean and his wife from a Washington, D. C., longer from a Washington, D. C., long

through as if the parts were written for them.

While the credits are being spread, it would be well to single out Ian Keith as Boul, Leona Powers as Aunt Valentine, Harrison Dowd as Uncle Georges, Franklyn Fox as Col. Brissac; Anne Meacham as Diane's sister, Arlette; Martin Kingsley as Gobin the sweeper and, in fact all the other roles, large and small, with each making a telling contribution in giving "Seventh Heaven" a solld place in the video sun (and indicating that the upcoming Broadway musical version might well take some advantage of some of the more intimate facets developed in Wade's production!. Among them were Mike Galloway, Guy Arbury, Frank Corsara, Earnest Graves, Nick Consentino and Ann Loring.

Ann Loring.

Robert St. Aubrey's staging was alive all the way to TV's limitations as well as the medium's intimate idioin, and J. Robert Blum called the shots in tiptop style. There's a good deal of hearts and flowers inherent in the play, but its basic merit envelopes any "datedness." Kenneth Mapes' simple sets were right and the "Diane" theme song that punctuated the 85 minutes was still another plus. Take a bow, everyone.

Jose Iturbi lost his billing to a plug for a shampoo product on WABC-TV, N. Y., Monday night (2). The commercial sliced off the opening seconds of Iturbi's 10-minute segment at 6:30 p.m. and thereafter the planist was not identified. The snafu, of course, could have been easily minimized by superimposing the credit lines on the screen during Iturbi's playing, but nobody did it. Herm. Jose Iturbi lost his billing to a

While Martha Raye cavorted

While Martha Raye cavorted over the adjoining channel, CBS-TV last Saturday (31) chalked up another solid laugh segment with "My Favorite Husband." Show is living up to the promise of its early stanzas and is rapidly becoming one of the most pleasantly entertaining situation comedies on the air.

Working from a fast, clever script that knew where to draw the line between comedy and absolute farce, Barry Nelson and Joan Caulfield not only make an attractive couple, they also have an excellent sense of timing. Nelson particularly turns in a competent job and deserves kudos aplenty. Miss Caulfield matches him line for line.

Best part of this Hollywood-originated show is that it doesn't have to work so hard on being a comedy. Laughs seem to come

comedy. Laughs seem to come naturally and there's a minimum milking of gags. Bit last Saturday had Nelson talking buddy Steve

Dunne out of marrying a golf champion. This provided a rib-tickling takeoff on the very sporty crowd that considers picking up a ball in the rough something close

Best proof of how good a show is lies in how long it seems. It can be said of "My Favorite Husband" that its half-hour appears to slip by before it's even got started.

Hift.

"American Inventory" on NBC-TV Sunday (1) surveyed the role played by Negro themes in Ameri-can music and came up with a topcan music and came up with a top-notch show that was as entertain-ing as it was informative. Ethel Waters, a thoroughly competent entertainer whose relaxed ease make her a natural for TV, con-tributed the musical half and Dr. Sigmund Spaeth, eminent musicol-ogist, filled in the gaps.

ogist, filled in the gaps.

It was an altogether happy combination, and those who didn't care either way about the origin of a song could still enjoy Miss Waters' pleasant renditions. Fortunately, producer William Hodapp and director Michael Zeamer kept their show simple and their camera on the target so that it never intruded on the proceedings. on the proceedings.

on the proceedings.

Setting was clever, with Spaeth at one piano and Reggie Bean, Miss Waters' accompanist on the other, and the singer moving between the two of them. Spaeth started things going with some easy patter about spirituals (they're either happy or they are sad) and showing how "Working on the Levee" eventually became "The Eyes of Texas Are Upon You."

Miss Waters gave out with an

Eyes of Texas Are Upon You."

Miss Waters gave out with an unusual "happy" version of the St. Louis Blues which she originally introduced. Bean's accompaniment on that one fairly made one's feet iump. After that the singer changed her pace with a rendition of "Summer Time" which wasn't all it might have been but nevertheless carried her own brand of distinction. "His Eyes Are on the Sparrow" wound the program. Unfortunately, the ending lacked

Sparrow" wound the program.
Unfortunately, the ending lacked
the touch of showmanship displayed throughout the show.
Spaeth went through an unnecessary summing-up stance which
proved a letdown. Program in the
overall was highly satisfying and
made one wish there'd be more of
Miss Waters on TV.

Hift.

made one wish there'd be more of Miss Waters on TV.

"High Tension," the WOR-TV series of one-man dramas, came up last Thursday (29) with an effective documentary-type study of the Soviet technique of extracting confessions. Titled "Brain Wash," the script by Saul Carson was inspired by AP correspondent William Oatis' experiences in Czechoslovakia and dramatically telescoped the dehumanizing process by which the secret police got him to recite his "confession" of espionage at a public trial.

Stewart Bradley carried the show with a standout performance as the U. S. journalist under the terrific pressure of isolation and psychological torture. Aided by some directorial gimmicks and montages necessitated by the one-actor format, Bradley convincingly portrayed the disintegration of personality before the final breakdown. Phil Tonken also assisted with some persuasive off-stage narration.

ABC Tint

Continued from page 29

the only network without one), ABC-TV is in the catbird's seat, able to look over the field and take its pick of the equipment. Marx said it's too early to predict which color system the net will choose. RCA's, he said, has the advantage of four years of research and fine picture qualities, but is expensive. CBS' he termed an "ingeniods" method of adapting the field sequential system (rejected as an overall color system) to its color chain while yet transmitting a compatible signal. But at the same time, despite the fact that the CBS method is far cheaper, it's the result of only a "few weeks of development" and still has many flaws. If CBS can eliminate the flaws and retain the low price, Marx said, it ought to receive high acceptance.

Web is considering three studios, one of which is a theatre, but won't make its final choice of the color studio until it's ready to convert. Marx estimated cost of converting one of the ABC-TV studios at from \$750,000 to \$900,000, depending on various construction factors. Price would include everything except

various construction factors. Price would include everything except the "four walls." Studio would house new control room, three or four color cameras, more lighting and air conditioning and other facilities. facilities.

Television Reviews

home the importance of the Community Chest in the area, as well as proved that all faiths are one in the common cause to help human need. It was agreed that through the Community Chest, this need was being met in the best way possible, in the unselfish, unbiased, and generous way. Bob Elverman, vet radio man, now handling publicity for the Chest, wrote the script and produced. Wied.

FOOTBALL WITH CURTICE
With Jack Curtice, guests
Director: Dan Keeler
Writer: Alden Richards
30 Mins., Wed., 7:30 p.m.
UTAH OIL REFINING CO.
KSL-TV, Salt Lake City
(Gillham)

Jack Curtice is one football
coach who shouldn't worry too
much about the win-lose record of
his team. He can always drop
the pigskin for panchromatic
makeup and feel pretty sure of
a healthy paycheck.
"Football With Curtice" features
U, of Utah's football coach and
athletic director who comes on
with a lively, varied session that
should be a bull's eye for amateur
experts and just game watchers.
His stanza uses films of Utah's
games to highlight "the play of the
week" and "the pass of the week,"
with Curtice explaining how the
plays clicked. Also tossed in are
some diagrams of plays, interviews with team members and
other coaches and crystal balling.
Well planned and produced, success of this gridiron airing hangs
on Curtice's smooth style in front
of the camera. He's a natural born
after dinner speaker and he never
lets pacing lag or die. Berl.

GOPHER GET-TOGETHER

GOPHER GET-TOGETHER
With Mel Alien, Dick Horner,
others
Producer-director: Ken Barry
30 Mins.; Sat. (31), 5:30 p.m.
Sustaining
KSTP-TV, Minneapolis
This was a happy and smartly
conceived idea for a followup on
the nationally telecast MinnesotaPittsburgh NCAA "Football Game
of the Week," which KSTP-TV
carried here. Scoring a 10-strike,
the locally produced show gave the
vast army of local gridiron fans
their first closeups of the Gopher
stars and their dads—it was Dads'
Day at the stadium—as they revealed their reactions to the contest while briefly interviewed in
front of the camera by NBC sportscaster Mel Allen, who, as usual,
had handled the mike at the game,
and KSTP-TV sports director Jack
Horner.
Thanks to producer - director

had handled the mike at the game, and KSTP-TV sports director Jack Horner.

Thanks to producer - director Ken Barry and all others concerned, the clever conception had masterly execution. The fact that Minnesota drubbed the Panthers, making the show a Joyous victory celebration, and the further fact that Minnesota's All-American Paul Giel for a second successive week performed brilliantly, this time for the nation's TV football lovers' edification, were breaks for KSTP-TV, enhancing all values. Also greatly helpful was the presence and contributions of national sports figure Allen. Putting it on the air at 5:30 p.m., by which time the 50.900 game spectators should have arrived back home or at any other destination and would have an appetite for this fare, was another smart move.

ing camera debuts of the players, allowing the undoubtedly curious public to see and hear their heroes intimately, and the "beat" scored on newspapers as they voiced their impressions of the contests play and told their greatest thrills, the show also boasted speedily developed movies of the game's highlights, a surprising amount of conedy, including that emanating from a funster's spoofing, and the studio band's college tunes. It added up to pleasing entertainment as well as topdrawer sports documentation.

It, of course, would have been a cinch to have gotten a sponsor for the show, but that would have precluded the Gopher players participation. As it was, KSTP surely must have profited greatly in public relations and promotion.

Show was televised from one of the two new large KSTP studios and the station and NBC were hosts at a smorgasbord for participants and other guests. Rees.

NOONTIME COMICS
With Joe Bova, Howard Brush,
Joe Howard
Director: Ray Shane
20 Mins:: Mon.-thru-Frl. 12:10 p.m.

Director: Ray Shane
20 Mins.: Mon.-thru-Frl. 12:10 p.m.
Participation
WNBK, Cleveland
Film comics for kiddies have
carved their niche in video scheduling, but the success of the show
usually falls on the film jockey.
In Joe Bova, WNBK has come up
with a personality who not only
projects warmth, and vitality, but
blends his activities with the mood
of the show. Bova, a veteran theatrical performer with a youthful
appearance, sings, dances and
makes himself an integral part of
the flickers. He also utilizes a constructive approach to his narration,
highlighting what the kiddies
should do, and makes his approach
educational.
Background music by Howard
Brush, drums, and Joe Howard,
piano, are excellent assists in this
top kiddie film stanza. Mark.

Temple, Tex. — Harry Stone.

Tempie, Tex. — Harry Stone, veteran 23 years with WSM, Nashville, is manager of KGEN-TV, the first VHF outlet to go on the air between Dallas and Austin, Station is owned and operated by Frank Mayborn and went on the air on Sunday (1) operating on Channel 6.

ATTENTION

TV Producers and Studio Story Departments If You Know the Whereabout **BOB PATTERSON**

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HOTEL WALES

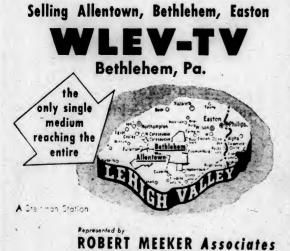
1295 Modison Ave., NYC (92 St.)
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from \$51. Also 2 rm. apts. with
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CHILDREN'S PROGRAM WANTED FOR RADIO TRANSCRIPTIONS Box V-11253, Variety
154 West 46th Street, New York

pper Midwest

KSTP-TV NOW REACHES **NEARLY TWO MILLIOI** PEOPLE REGULARLY WITH ITS 100.000 WATTS ON CHANNEL 5.

100,000 WATTS_ BY EDWARD PETRY



Chicago Los Angeles San Francisco

To the Radio and Television Stations of New York City

By the time you read this, I will either be the Mayor-elect of New York City or a defeated candidate.

In either case, I want to thank the radio and television stations of our city; the technicians, time salesmen, producers, directors, pages and other personnel for the splendid cooperation shown me during a strenuous campaign. I also want to thank Mr. Arnold Cohan, director of radio and television activities for the campaign committee.

With commendable impartiality toward all candidates, the radio and television industry demonstrated not only its fairness but its value as media of communication. My experiences during the campaign demonstrated most clearly to me why New York City is the television and radio center of the country...and I am sure it will continue as such.

Sincerely yours,

Robert 4. Wagner

'Operation Atlass'

though Atlass revealed that a site operation. The Ford Co., alone, has already been chosen for the new plant, he wouldn't say where of whether it involved an existing building that could be converted or an empty lot of land where a new building would be creeted.

He did reveal that both the AM and TV operation would be housed of his immediate plane was to build the same that the local setup to network prominence" and then he would get busy pumping out web originations. One

He did reveal that both the AM and TV operation would be housed under one roof and that the present radio studios in the Wrigley Bidg., would be converted into administration headquarters for the new combined insertion. new combined operation.

new combined operation.

Atlass said that when CBS-TV prexy Jack Van Volkenburg made his promise to the FCC of many as 12 hours a week of network television programs in Chicago." he didn't realize the condition of the equipment and facilities the network was inheriting. Atlass said they were so bad that he has had to put all his attention on building up a good local proon huilding up a good local pro-gramming situation before he could ever consider sending any originations to the web.

New Faces

New Faces

His first move was to chop off the whole sales force that existed after CBS took over. Next he changed the takent setup, bringing in new faces and converting his radio takent to the TV picture. Attack said he hired new people in each department until today the combined AM-TV operation employs a total of 700 people. He said the takent payroll alone comes to \$15,000 to \$20,000 per week.

Concerned with creating a strong

Concerned with creating a strong position locally before even think-ling of network originations. Atlass said he was dissatisfied with the talent to the extent that he ing of network originations. Atlass-said he was dissatisfied with the talent to the extent that he dropped all but two of the personalities, he acquired (Sportsaster Bob Elson and "Garfield Goose" encee Frazer Thomas). The news dept., that consisted of "one splitwire news machine and Ulmer Turner" has been increased to a staff of seven writers and coverage by all wire services and the local community news service.

To give the station an identity all its own, Atlass said he ridded the station of all freelance anonneers until today only one freelancer is on the payrolls. To discourage advertisers from calling for outside talent, he said to do so, they must pay 20% above the regular rates.

According to Atlass, the better quality of the station now is reflected in comparative financial figures with the old operation. Atlass said that in the last week of operation as an indie, WBKB had a total combined local and network billing of \$63,000. Two weeks ago

billing of \$63,000. Two weeks ago WBBM-TV billed \$114,000 of non-network revenue. He said the class of accounts was much higher and were willing to back the quality that WBBM radio has always sig-nified now that it is a joint AM-TV

Sundays

Atlass said he wanted to "build the local setup to network prominence" and then he would get busy pumping out web originations. One of his immediate plans was to build "a stock company of 30 to 40 actors" that would always be accessible should they want to create a net show. According to Atlass he would guarantee each of these actors \$10,000 a year in lieu of the rates required by present AFTRA rules. He said such an arrangement couldn't be arrived at since interests in New York and on the Coast objected.

Even though he is keenly inter-

Coast objected.

Even though he is keenly interested in making TV fare available for the web, Atlass said he will never slongh-off the radio end of his operation. He said his first move on learning that he had a channel in Chi was to raise the salaries of all his radio employees, to assure them that their positions were secure. He said that although the radio payroll was higher than ever before, WBBM last year, had its best year financially in the station's history.

Literary Agents

Continued from page 25

a number of freelance specialists of which Blanche Gaines is per-haps the hest known. Others are Jay Garron, Lucille Sullivan, Pris-cilla Morgan, Morty Becker.

Case of Mrs. Gaines Is Interesting. Six years ago as a widow, she plunged in hecame a radio script agent against the advice of many friends and professionals who saidshe'd starve. The field was entirely new to her although during the lifetime of her husband. Charles Gaines, a production executive of the Frederic Ziv Co., she had necessarily made many friends in the broadcast world. At first taking office space with Mildred Fenton, then a package producer in New York (now married and retired in San Francisco) Mrs. Gaines found dire predictions all too plausible for the first three years. Case of Mrs. Gaines Is Interest-

Her big break came when she sold a daytime serial, "The Doc-tor's Wife" by Manya Starr which was sponsored on radio until re-cently. But television really was the cently. But television really was the making of her agency, as of her contemporaries, in an admittedly tough vocation. Today Mrs. Gaines has 18 authors in her stable. A recent record of hers consists in seling "Lux Video Theatre" four weeks running scripts by Joseph Hayes, Frank D. Gilroy, Rod Serling and George Lowther.

'Get Life Line'

Continued from page 26

Assistant Adams and others dealing in appointments. Urging Asso ciation members to cultivate a firstcration members to cultivate a first-name acquaintance with members of Congress and with state and county political leaders, Hardy said the radio-TV industry could thus "build a bridge" and maintain close contact with those whose offices and actions vitally affect both me

The tendency of the present FCC to concentrate on the main purpose

for its establishment—licensing—rather than on program survey and control won Hardy's commendation. He spoke of "legislation affecting our business—ranging from program control to the type of Sen. McCarthy's bill, which would require you to maintain daily recordings of everything you put on the air," which the NARTB had watched and fought at the last session of Congress. sion of Congress.

Hardy dwelt at some length on the Johnson "discriminatory" base-ball measure. He emphasized that it was "not dead," although the Association, with the help of friendly senators, had prevented it from coming to the floor for action.

Evans, talking impromptu on "Human Relations In Industry," held the attention of Friday lunch-eoners in a vise, as he mixed hu-mor with aphorisms to drive home the point that "a sense of participa-tion" by employes is essential to sound, happy and productive rela-tionship with employers.

FM Band

quirements had been met and the record supported a shift in fre-quencies, he added, he would have 'no hesitaney'' in voting 'on the basis of public need'' to reduce the band.

In reply, Strouse found comfort in Webster's intimation that any action regarding FM would involve us policy FM be serious polley considerations and that FM broadcasters would have opportunity to present evidence. Strouse also pointed to apparent "mutual recognition that future development and growth of radio service in America is more dependent on complete and effective use of the FM band than on any other factor."

In the meantime, said Strouse, there have been several developments which seem to promise "a real spurt of public interest" in FM. He pointed to recent demonstrations of multiplexing over FM channels and "growing public acceptance" of high fidelity reception.

"What all this boils down to, said Strouse, "is that the conditions which the Commission and FM broadcasters alike have lon heen hoping for appear to be here." condiheen hoping for appear to be here.
Perhaps the major energies of
both of us should now be devoted
to positive cooperative effort which
uses these promising developments
toward a more extensive FM
broadcast service and even greater
radio benefits for all of our citizens."

Hearst TV

Continued from page 29 =

sary." Assn. stated, "to determine to what extent it shall urge the Commission to reconsider the entire question of the relationship between VIIF and UIIF. The data thus made available will shed much needed light on the problem."

The studies "may wall sania"

needed light on the problem."
The studies "may well provide a basis for a complete re-evaluation by the Commission of the regulatory status of UHF broadcasting," Assn. said. Questions to be studied, it added, will be adequacy of UHF equipment, availability of all-channel receivers, probable thine high-power UHF transmitters will be available, etc.

Assn. cited as background to the

Assn. cited as background to the "present effort to force the allocation of an additional VHF channel" in Milwaukee the Commission's previous refusal to grant Hearst claims of prior rights to an educational VHF channel and "an extraordinary session between the junior Senator from Wisconsin Joseph McCarthy; and the Acting Chairman of the Commission former chairman Paul Walker."

doseph McCarthyr and the Acting Chairman of the Commission former chairman Paul Walker."

The Commission's action in ealling for comments on the Whitelish Bay proposal, Assn. said, "dramatized the serious economic threat to the Ulif industry" and contributed to the formation of the Ulif. Television Assn.

Approval of the Hearst proposal would mean quick competition for Ulif station WCAN-TV recently launched by Lou Poller, prexy of the Assn., which has achieved considerable conversion in a short time. Milwaukee has only one VHF station (WTMJ-TV). A second VHF channel is contested by VHF station (WPMJ-TV). A sec-ond VHF channel is contested by three applicants. Also in opera-tion is UHF station WOKY-TV. Another UHF station (WMIL-TV) was recently authorized.

Lost Weekend

Continued from page 25

et not much more than half that of "Comedy Hour," forced the Colgate entry into a No. 2 rating position on two successive Sundays. Sullivan, goes the word, can have anything he wants from the CBS top command in pursuance of the network's ambitions to give "Comedy Hour" the "All Star" treatment. ment.

Not surprising are the reports that there was a mild upheaval at the Jersey City home office when the Colgate chieftains got a gander the Colgate chieftains got a gander at those Trendex rating for Julius LaRosa (47.9) vs. Donald O'Connor (11.2), subjecting "Comedy Hour" to its lowest rating since the rotating star display first preemed on TV. This followed by a week Sullivan topping the Eddie Cantor installment for Colgate. Even before LaRosa officially bowed on "Toast" (which won Sullivan kudos for an unusual showbowed on "Toast" (which won Sui-livan kudos for an unusual show-manshlp maneuver) it's known that the Colgate soap sponsors were in quite a lather over what they knew would be inevitable when the rat-ing returns were posted.

And when Herb Shriner, in the Gleason) period on CBS-TV began rendering unto Caesar-Coca what Gleason did to "All Star" last season, by actually topping "Show of Shows" last week, a new note of apprehension crept into the competitive picture. Likewise, "My Favorite Husband" which follows the Shriner "Two for the Money" stanza (and generally regarded as a winner) came within three points of matching the Caesar-Coca rating on the same date, only serving to And when Herb Shriner, in or matering the Caesar- oca rating on the same date, only serving to intensify the ambitions of Hubbell Robinson & Co. to translate a "handwriting on the wall" into a reality. Next move is NBC's.

Minn. Grid

Continued from page 27

son and that the Gophers were a thrice-beaten team. Furthermore, that it came between the home Michigan game, which drew 63,000 capacity, and the Indiana "home-coming" affair next Saturday, for which a full house also is indicated—both important Conference battles. That, under such circumst

That, under such circumstances, 50,900 turned out and paid \$3.60 a seat, although it had been advertised even before the season's start that the game would be televised here and elsewhere was considered further refutation of the opinion that TV is killing sports.

Because the game was nationally televised, Minnesota and Pitt each received \$60.000 in fees in addition to their equal split of the approximate \$150,000 gate. The total \$120,000 paid for the TV rights was equivalent to an additional 40,000 ticket purchasers.

ABC Reshuffle

Continued from page 29

end, and Ray Diaz, national pro-gram director, on the creative

gram director, on the creative front.

With Treyz departing his research-sales development post. Kintner has split research and sales development down the radio-TV line. Eugene Accas, formerly manager of radio sales development under Treyz, has been upped to director of network radio sales development, while Dean Shaffner, assistant research director for radio-TV, is now director of network radio research. Similarly, Don Durgin, manager of TV sales development, is upped to director of network TV sales development, has been promoted to director of network TV sales development, has been promoted to director of network TV research.

55% ADMIRAL BIZ HIKE FOR 9 MONTHS

Chicago, Nov. 3.

Sales figures released by Admiral Corp. for the last nine months of business, show an increase of 55% over a like period last year. The radio-TV manufacturer's net earnings for the same period were 75% over the 1952 figures.

According to Admiral veepee John B. Huarisa, sales in the last nine months hit the \$189.856,035 mark as against \$122.134,507 for a like period last year.

This year's earnings totaled \$6,564,848 to \$3,741,107 last year. If sales continue at the same level in the fourth quarter, the Admiral exec said the company would set a new sales record for the full

Doerfer-McCarthy

Continued from page 25

whimsy or caprice and it may not, even as an administrative agency, abandon the principles of our legal system. Its job is to follow legal principles and not to issue new ones like railroad tickets good for the day and for the one party."

principies and not to issue new ones like railroad tickets good for the day and for the one party."

Lamb is represented before the Commission by the legal firm of Fly, Shuebruk, Blume & Gaguine, headed by former FCC chairman James Lawrence Fly.

Also identified with Lamb is former Attorney - General and Democratic National Chairman J. Howard McGrath, who was recentily appointed executive-veepee of Lamb Enterprises, Sources close to Lamb Enterprises, Sources close to Lamb asy that a prominent Democratic Party figure like McGrath, who is also semi-conservative and a Catholic, would hardly care to be associated with a person of doubtful loyalty.

Doerfer's hand in l'affaire Lamb was revealed when he referred to the full Commission a routine request by Lamb to dismiss an application for a UHF station in Por mouth, O. A tentative grant of "cation had previously been issued but it took the agency two months to accept dismissal.

Lamb's attorneys claim that the Commission's inaction on Lamb's application for higher power for his Erie, Pa., TV station (WICU) is delaying opening of an educational TV station in Pittsburgh. Lamb had arranged to trade in WICU's 5 kw transmitter to Dumont which planned to make it available to educational outlet.

Also held up are Lamb applications to change transmitter site of his projected Massilon, O., UHF station and to take over ownership of UHF outlet WTVQ in Pittsburgh which was purchased last July.

Sooner or later, the FCC will have to come out openly on the

burgh which was purchased July.

Sooner or later, the FCC will have to come out openly on the question of Lamb's qualifications. Hearings on contests for TV stations in Toledo and Orlando, Fla, where Lamb has applied, are due for early scheduling. If Lamb's status isn't cleared by that time issues regarding his qualifications will have to be made part of proceedings.

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Time For A Change

The Copyright Act of 1909, in relation to modern electronic sound reproduction of all media for musical projection, is as obsolete as the tandem bike. Compare the Wright Bros.' pioneer airplane of only five years prior thereto with present-day luxury airliners and jet-propelled planes and that about sums up the thinking of the Washington solons in 1909 compared to the midcentury miracles of radio and television, sound reproduction and mass purveying of music. mass purveying of music.

Last week, in Washington, the jukebox spokesmen were con-Last week, in washington, the jukebox spokesmen were contesting the music creators' plea for a revision of the Copyright Act which would obligate coinmachines and kindred contrivances to pay a tithe from the nickle-and dime-catchers, popularly known as jukeboxes. This past summer both major performing rights collection agencies, BMI and ASCAP, joined with the congergators (writers and multiplease). the song creators (writers and publishers) in a plea to revise the 1909 statute and make possible a share of the coinmachine

The one-penny earphone gadget of the turn-of-the-century penny museums was rightfully attuned to the tenets and spirit of the 1909 enactment. Certainly, under such modest auspices no supplementary fee for "the performance of copyrighted music for profit" could be exacted. The law was thus enacted with such limited horizons in view.

But the magic strides of electronics, dating from David Sar-noff's "music box" dream of the early 1920s, when he envisioned 75,000,000 such contrivances in American homes, have made Jules Verne and H. G. Wells in their wildest flights of fancy appear like a couple of cautious characters. So far and furious has the world moved.

Today's chain of 500,000 jukeboxes, in pubs and clubs, beer-stubes, dancehalls, taverns and gathering places of all types, have become an estimated \$1,000,000,000 annual business. They emit their attractive popular airs in places for profit which pay no music license fee, unlike the case of radio or TV, the theatre or soundfilm, the cabaret or concert hall, and the like.

The juke operators take the position that they pay generously by purchase of the platters. That's a spurious argument in light of the broadcasters, disk jockeys, et al. (The argument about a percentage of the latter enjoying gratis disk allotments, or at cutrates, is as applicable to the coinmachines, where individual enterprise has seen certain jukeboxes given cutrate allotments of disks, and in some instances even in entire gratuity. In this respect, the jukeboxes have utilized this as an argument that the music men look upon the coinmachines as exploitation factors on the one hand, wooing their good will and cooperation, while on the other hand now seeking to exact a tithe for the privilege of plugging the music into popularity).

The pro-and-con arguments are now before the solons, and the question of who makes the hits has become a chicken-orthe-egg proposition. Basic fact remains, of course, that the jukes don't load up on unknown tunes—the large percentage of the "fills" are strictly off "the top 10 or 20." Exceptions are the usual regional conditions—polkas and mazurkas in Slavic territories, come-all-ye's to cater to the Irish clientele, etc.

The penny-arcade earphone novelty of 1909 becomes strictly 23-skidoo in the 1950s. The coinmachine impresarios are as much 23-skidoo in the 1950s. The coimmachine impresarios are as much a part of show business as any plugger in the Brill Bldg. And it's a big business now. The jukes should pay part of the freight. It's a reasonable request by the music men, and an ethical obligation on the part of the jukes. The nature of property rights being what they are, the Government should be the arbiter on where ethics begin and end, especially as technological progress has placed new values on the coimmachine operations in relation to the mass purveying of pop music on a Woolworth basis. Those nickles and dimes add into the millions. A modest royalty to the music performing rights societies, whose very commodity constitutes the basic whyfore of the sundry coimmachine setups across the country—and into farflung corners of the globe—is an equitable demand. an equitable demand.

It's up to the coinmachine manufacturers, as the most stable fountainhead in the chain reaction of the jukebox setup, to pave the way for a better esprit. It's fallacious nickle-nursing to do otherwise. The solons should have something to say on that score -and probably will.

Gilbert Named To ASCAP Board

L. Wolfe Gilbert, Coast rep for the American Society of Composers, Authors & Publishers for the last several years, was elected to the Society's board of directors last week. Gilbert fills the vacancy created by the death of Fred E. Ahlert two weeks ago, and will fill the latter's term to 1955.

Gilbert, who resides in Hollywood, served as an ASCAP director from 1941-44 and since then has been active on the writers classification committee. He has been making regular trips to New York for that purpose, Gilbert has been an ASCAP member since 1924.

Leslie's Resignation Refused

Leslie's Resignation Refused

ASCAP AWARDS 25G TO AHLERT'S WIDOW

In recognition of the late Fred E. Ahlert's activity in behalf of ASCAP for the last couple of years in Washington, the ASCAP board last week voted a \$25,000 grant to his widow. Ahlert, who died in New York two weeks ago, spent much of his time in the capital in behalf of proposed bills to remove the preferenance ligensing, exempthe performance licensing exemp-tion from jukeboxes.

Although Ahlert suffered a heart attack last year, he continued to make frequent trips to Washington for ASCAP. Many of his friends believe that his exertions for the Society hastened his demise.

Victor in Flack Revises; Fulchino Subs Raphael

Edgar Leslie turned in his resignation as an ASCAP director ("for reasons of health") this week but the board refused to accept it. Board has postponed action on the resignation until its next meeting at the end of the month. Meantime, there'll be a concerted effort to make Leslie change his mind.

Richard Hayman, Mercury Records pop artists & repertoire chief in the east, back at his New York desk after a quickie deejay promotion hop to Cleveland.

Fulchino Subs Raphael
In a reshuffle of RCA Victor's line are shuffle of R



LAWRENCE WELK

and his CHAMPAGNE MUSIC 114th Consecutive Week, Aragon Ballroom, Santa Monica, Calif. Exclusively for Coral Records BEAUTIFUL OHIO

Col Back Into Original Cast Field With Its New 'Kismet' Legiter Album

Columbia Records has latched on to the original cast album rights of "Kismet," musical adapted from Alexander Borodin by Robert Alexander Borodin by Robert Wright and George Forrest, Legituner, currently trying out in in Boston, is skedded to preem on Broadway Dec. 3, It'll be the first original east album of the season. "Carnival In Flanders" kicked off the legit musical season in September, but its quick shuttering erased any album plans.

any album plans.

"Kismet" features Alfred Drake and Doretta Morrow and marks Col's return to the original cast album field after a couple of years absence. Capitol, RCA Victor and Decca came up with topselling original cast albums last year, but Col kept its finger in the legituner field with special albums of fave musical shows such as "Pal Joey," "Babes In Arms," "The Band Wagon" and "Anything Goes," The original cast albums which hit the jackpot last season were "Me and Juliet" (Victor), "Wonderful Town" (Decca) and "Can-Can" (Capitol).

The Wright & Forrest score got

and "Can-Can" (Capitol).

The Wright & Forrest score got a solid wax sendoff last week with top coverage on its plug tune, "Stranger in Paradise." Col cut it with Tony Bennett, Decca issued a Four Aces slice, Capital came up with a Gordon MacRae etching and Victor hit the market with two separate platters by Tony Martin and Ralph Flanagan, Score is being published by Frank Music, tunesmith Frank Loesser's firm.

Russell, McCarty to Cut 'French' Tunes for Mercury

Jane Russell and Mary McCarty, stars of upcoming RKO film, "The French Line," have been set to cut several tunes from that produc-tion by Mercury Records.

tion by Mercury Records.

Mills Music publishes the score
and also has Miss Russell under a
disk pact for its American Records
subsid. Latter label is a promotional medlum for Mills songs and
the firm has been selling its masters to other companies.

Danny Taylor, blues singer, has been added to RCA Victor's rhythm & blues roster by Danny Kessler, head of the r&b operation

Vet London Music Publisher

John Abbott (Dir. of Francis, Day & Hunter, Ltd.) reprises the hazards entalled when one decides

> To Be a Music Publisher

an interesting editorial feature in the forthcoming 48th Anniversary Number

VARIETY

Robbins and Francis, Day & Hunter Taking Over B. Feldman & Co., London

Rate Baiter

Anent the persistent requests by diskers for royalty rates, Sydney Mills is mulling the formation of a new publishing firm, called Rate Music, which will bandle only multishing the second of the sec sic, which will handle only public domain tunes. Whatever royalties the disk-ers will want to pay, will be okay with him.

Scoop to Assist Olman as Latter **Eyes O'Seas Moves**

Abe Olman, general manager of the Big Three (Robbins, Feist & Miller), has appointed Mickey Scoop as his administrative assist-ant, to permit the former to sperd more time on the publishing firm's European operations. Scoop, who stepped into his new sput Monday (2), has been associated with Air Postagues, broadgest show package Features, broadcast show package

agency.
Olman, who recently Olman, who recently returned from a tour of the Continent, plans to go abroad again in the spring to cover Germany and the Scandinavian countries. Big Three exec at that time will set up an affiliate company in Frankfurt. Firm already has subside or affiliated companies in England, France and Italy.

panies in England, France and Italy.

On his last trip, Olman noted widespread interest by American publishers in European tunes, particularly film themes. Composers of pie background music in Europeare turning out promising material for the U. S. market, Olman said, adding that some European cleffers seemed to be writing more like Americans than Tin Pan Alleyites.

American dominance of the European hit lists continues in force, Olman said. He asserted that publishers abroad are now interested only in the top tunes on the U. S. hit lists, and will turn down good material if it hasn't turned up among the first 10 or 15 tunes on the charts.

Besides making more frequent European trips, Olman also plans to spend more time on the Coast to effect a continuing direct liaison with the firm's parent Metro and 20th-Fox studios.

200 JOCKS TO AID WSM FOR 28TH 'OPRY' ANNI

Nashville, Nov. 3. The major disk companies and

country song publishers are tying in with station WSM here for a big hally around the 28th anni of the "Grand Ole Opry" show, leading airlane showcase for hillbilly tunes and artists. Celebration is being held Nov 21-22, with 200 disk jockeys from all over the country being planed in for the occasion. RCA Victor. Capitol, Hill & Range Music and Acuff-Rose Music, together with WSM, are picking up the tabs for the various deejay luncheons, dinners, cocktail parties, etc. in with station WSM here for a big

Decca's 2d Complete Opera Disking With 'Lohengrin'

Decea Records is releasing its second complete opera in "Lohen-grin," recorded in Europe by the Bayarian Radio Orchestra. First was another Warner work. "The Flying Dutchman," issued earlier

Flying Ductions.

Via its tieup with the Deutsche
Grammophone company in Germany, Decca plans additional fulllength operatic additions to its
Gold Seal catalog.

Tony Donald's D.C. Spot

Tony Donald's D.C. Baltimore, Nov. 3.

Tony Donald, who formerly was order to prevent the Met from closdisk-jockeying in the Washington, ing.

D. C., area, has moved up to this city to join WITH deciay staff.

Bonald formerly was with WNAV aihum chief, on a two-week vacation.

After weeks of hish-hush negotations, a deal for the takeover of the old music publishing house of B. Feldman & Co., Ltd., and its three associate companies, was concluded in London last week. Successful bidder was Robbins Music Corp., Ltd., the British pubbery which is jointly owned on equal terms by Robbins Music Corp. of New York, and Francis, Day & Hunter of London.

Prelimitary, papers, were inked

Preliminary papers were inked last week, and arrangements have been made for the final takeover as soon as alt the legal formalities have been concluded.

Apart from Feldman, the deal in-Apart from Ferdman, the deat in-volves. Herman Darewski, Music Publishing Co., Dix, Ltd., and Brit-ish & Continental Music Agencies, Idd. Latter company is mainly re-sponsible for handling foreign biz.

sponsible for handling foreign biz.

The Robbins buy was on a straight ontright stock basis and meludes, apart from the catalog, a long term lease on premises in Shaftesbury Avenue and all the assets of the group. Coin involved is not disclosed, but it is reported that offers of \$168,000 and \$182,000 for the catalog alone were turned down. down

down.

Since it became known that the legal difficulties, because of the involved Feldman estate, which had hitherto hindered a deal had been removed by court order, offers were made on behalf of some of major publishing houses. John' B. Firman, Feldman's managing director, had an option on the company on behalf of a syndicate, but this was allowed to lapse. Bids were also made by Camphell Connelly and Chappell It's strongly reported that Warner Bros., many of whose show times were released through Feldman here, were also actively concerned in an offer jointly with some other publishing con-Since it became known that the

(Continued on page 50)

Kate Smith's New **Capitol Wax Pact**

Kate Smith, who was one of the top disk names during the 1930s, is moving back into the wax field under a new pact with Capitol Becords. Diskery has set Miss Smith for at least three albumis of tunes, of which many will be culled from her NBC-TV across-the-basid slow.

enlled from her NBC-TV acrossthe-board show.

Ted Collins, Miss Smith's manager, has named publisher Larry
Spier to sereen the song material
both for video and disks. Spier,
ex-Chappell Music general professsonal manager and now head of
his own firm, is partnering with
Collins in the setting up of two
firms, one ASCAP and the other
BML latter being named Placid
Music.

New firms will handle unpubhished material sobmitted for Miss

New firms will handle unjoin-lished material submitted for Misi-Smith. Spir. however, said that times from other publishers will also be used by the songstress if suitable for her style. It's inder-stood that Miss Smith will avoid the enricht type of love ballads in favor of inspirational, patriotic and similar types of inaterial.

In New Opera Orch Pact

Threat of delay in the opening, or even shutdown, of the Metropolitan Opera this year was averted over the weekend when N. Y. Local 892, American Federation of Musi-clans, and the Metopera manage-ment reach an accord on orch wage scales. Rehearsals began as sched-uled Monday (2):

uled Monday (2)... Pael, which runs for two years, give the musicians a 3% like, raising the basic weekly rate from \$153 to \$159. The rehearsal rate was boosted from \$120 to \$124 with a corresponding raise for the annual spring tour. Union had asked for a \$15 hike, but 802 prexy Al Manuti said he accepted the 3% in order to prevent the Met from closing.

Jocks, Jukes and Disks

By MIKE GROSS

Best Bets

JILL COREY
(Columbia) Mion apoits
FOUR ACES STRANGER IN PARADISE
(Decca) Heart of My Heart
SWEETHEART OF MINE
Before

AL MARTINO SWEETHEART OF MINE (Capitol) Before

By MIKE GROSS

Jill Corey: "Robe of Calvary""Minneapolis" (Columbia: Columbia: Columbia: Columbia has a waxing natural in its altest thrush pactee. Jill Corey. In her disk debut. Miss Corey displays the kind of piping attack that registers strong on all levels. Shows off top emotional styling in the religioso-flavored "Robe of Calvary" and switches neatly to a bouncy rhythia number on "Minneapolis" Both sides have cilcido potential but "Robe" will probably step ont ahead because of its spiratual theme. Percy Faith's orch backing is a valuable plus.

Four Aces: "Stranger in Paradise" sweeps but it looks like the Four Aces have the breakthrough disk. Tune, from the legit musical, "Kismet," gets a tiptop He's got a pleasant piping manner

of "Stranger in Paradise" stands a good chance to crack through because the common right on the heels of Tony Bennett's cufrent high-rider, "Rags To Riches." Bennett's on top again and this slice will help strengthen his position. He gives it the kind of socko reading that wins spins. Does a similar job with the ballad on the flip side.

Julius La Rosa: "I Believe". "No Other Love"-"My Funny Valentine"-"Rosanne" 'Cadences. Julius La Rosa can't help but clean up with his first extended play release. He's turned out better sides before but the name and the four-in-one package will boost it into the top brackets. La Rosa's plpes show up best on the oldies "My Funny Valentine" and "Rosanne." His style is warm and sincere, making both sides highly listenable items. He lacks the power necessary to get "I Believe" across and fails to bring much life to "No Other Love." Archie Bleyer supplies a fine orch backing.

Christmas Platters

Christmas Platters

Christmas Platters

The official 1953 Christmas Seal Sale song, "Happy Christmas, Little Friend." by Richard Rodgers and Oscar Hammerstein 2d is a charming item, warmly delivered by Rosemary Clooney on the Columbia label. On the bottom deck, she spells out the meaning of the Yule holiday with a tender work-over of "C-H-R-1-S-T-M-A-S". Red Foley gets across an important thought in "Let's Put Christmas Hack Into Christmas" on Decca. It's a hillbitly-favored piece but it should do well all over. He gets a strong assist from the Anita Kerr Singers. Teresa Brewer has one of the top new entries in "Ebenezer Scrooge" on Coral. It's a cute blending of Awords and music with an overall appeal. She acute blending of Awords and music with an overall appeal. She also does a standout job on last year's "I Saw Mommy Kissing Santa Claus" on the flio side. Pergy Lee's Decca coupiling of "It's Christmas Time Again" and "Ring Those Christmas Biles." is average fare. Jo Stafford has an offbeat entry on Columbia in "Christmas Blues." It's a moody piece pegged for lonely adults and they should eat it up. Judy Valentine's pint-sized voice should win moppets to her cut of "A Ride In Santa's Sleigh" on Epic. Jill Whitney has a cute, but not too imaginative, waxing in "Little Johnny Jingle Bells' for Coral. Billy Ward, and His Dominnes should click in the rhythm & blues market with "Christmas In Heaven" on King. Jerry Colonna's raucous pipes work over "Too Fat For The Chimney" and "Sleigh Bells in The Sky" on Decca for fair results. Homer & Jethro's parodies, "All I Want For Christmas Is My Upper Plate" and "I Saw Mommy Snoochin' Santy Claus." on Victor are good-natured platter fun. Aces' interpretation. The boys lay down a solid beat and keep the side moving at a brisk pace. Combo's treatment of the oldic standard sta

VARIETY 10 Best Sellers on Coin-Machines

	TOT TOT STORY	***********
1.	YOU, YOU, YOU (17)	Ames Bros Victor
2.	VAYA CON DIOS (20)	De 15
2	PH CUMPARI (2)	Paul-Ford Capitol
٥.	and the state of t	Indian LaDean Co.
		Tony Dimnott
3.	RICOCHET (3)	Tong Bennett Common
6	OUL (19)	Teresa Brewer Coral
٠.		Dan Illan Illand
	- or allower (II)	D C
8.	WANY TIMES (2)	rerry Como
	MANY TIMES (3) ST. GEORGE AND THE BRACONET (2)	Eddie Fisher Victor
	THE DRAGONET (5)	Cton Francisco Control
10.	DRAGNET (11)	tran Trevery Capitot
	DRAGNET (1D	Ray Anthony Capitol

Second	Group
1.ccomu	Oroup

Second Group	
WITH THE HANDS	P.4.4: Piolon.
EBB TIDE IN THE MISSION OF ST. AUGUSTION	Frank Clast C 13
IN THE MISSION OF ST. AUGUSTINE SKIRTS	Frank (nachshela- , London
SKIRTS WHO PLT THE DEVIL IN EVEL VAN FRANCE	Sammy Kane Columbia
WHO PUT THE DEVIL IN EVELYN'S EYES	Eddy Howard Hereury
GOODBYE, MY LOVE.	Mills Bres Decca
SWEET MAMA, TREETOP TALL	Bob. D.m Derby
SWEET MAMA, TREETOP TALL	Lancers Trend
NO OTHER LOVE WOMAN	Farra Como Victor
WOMAN I'M WALKING BEHIND YOU'	Johnny Dermond Coral
I'M WALKING BEHIND YOU MILWAUKEE POLKA	Fitdle Fisher Victor
MILWAUKEE POLKA P. S. LLOVE VOL	Patt. Page
P. S., I LOVE YOU CRYING IN THE CHAPEL	F. Ctopp. rs Dot
CRYING IN THE CHAPEL	June Valli Victor

"Figures in parenthes"s indicate number of a vies song las been in the Ton 101

Longhair Disk Reviews

Mozart: Six Quartets (Columbia; 3 LP, \$16.35). The six "Haydn" quartets, including the Hunt and Dissonant, played with clarity, refinement and lovely tonal quality by the Budapest String Quartet. A prize album.

De Falla: Plano Music (Westminster: \$5.95). Familiar El Amor Brujo and Three-Cornered IIat, as well as unfamiliar pieces, all in de Falla's original expressive style, stylishly presented by Jose Echaniz.

Schubert: Impromptus (London: \$5.95). Clear, impid performance by Clifford Curzon of four exquisite, mellow Schubertian pianoworks. Ace disk.

Donizetti: Lucla di Lammermoor (Urania; 3 LP, \$17.85). Vigorous, dramatic performance of the opera, though sometimes too varied and unrestrained. Dolores Wilson is a sweet, appealing Lucia; Gianni Poggi a resounding Edgardo.

Ravel: Tzigane, Chausson: Rome, Honegger: Concertino, Mil-

Songs With Largest Radio Audience

The top 30 songs of week (more in case of ties), based or copyrighted Audience Coverage Index & Audience Trend Index. Published by Office of Research, Inc., Dr. John Gray Peatma, Director, Alphabetically listed.

Survey Week of October 23-29, 1953

(Listed	Alp	habet	ical	ly)
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Am I to Blame	Feist
Baby, Baby, Baby	Famous
Choo Choo Train	Diament
Crying in the Chapel	Valley
Don't Take Your Love From Me	Witmark
Ebb Tide	Dobbine
Granada	Deor.
Granada Hi-Lili Hi-Lo—*"Lili"	Polybine
L Just Love You	Monor
I Just Love You I Love Paris—*"Can-Can"	Chappell
I See the Moon	Chappen
In the Mission of St. Augustine	Plymouth
Istanbul	Republic
Istanbul It's Easy to Remember	Alamo
I've Got the World on a String	Famous
Just to Be With You	Mills
Just to Be With You	Trinity
Love Walked In	Chappell
Many Times	Broadcast
My Love, My Love	Meridian
No Other Love—*"Me and Juliet"	Williamson
Oh	Feist
P. S., I Love You	La Salle
Pa-Paya Mama	Sheldon
Rags to Riches	Saunders
Ricochet	Sheldon
That's Amore	Paramount
Vaya Con Dios	Ardmore
When My Dreamboat Comes Home	Remiek
who Put the Devil in Evelyn's Eves	Hartley:
woman	Studio
You, You, You	Mellin

Second Groun

. Occoma citorip	
April in Portugal	Chappell
Caravan	Amornesa
Cest St Bon	Loors
Count Your Blessings	Chanira R
Don tena Hear Them Bells	Iris-T
Citi in Sacin	Mille
110), 300	Tonnan
II LOVE IS GOOD TO MD	Franc
Mademoiselle De Parce	Mille
Moonlight	34:110
My Love, My Life, My Happiness	MIIIS
Secret Love-"Calamity Lang"	Triangle
Secret Love—"Calamity Jane"	Remick
Sweet Mama Tree Top Tall	Hollis
Tentreme Will Walk	Villago
1, pewriter	31:110
Tod Alone	Poncont
100 100, 1011 100	Marks
You're the Right One	Paramount

Top 10 Songs On TV

(More In Case of Ties)

	0.
Crying in the Chapel	Valley
and displayed to the second se	Alama
This Title	Dolahine
Eh Cumpari	Robbins
Eh Cumpari	Rosarca
racher, rather	T 00#
I III WAINING DENING YOU	Londe
It's Easy to Remember	The second
Koon It Can	Pamous
10 Other Love	\$15:11 in 115:000
Send My Baby Back to Me	· · · · · · · · · · · · · · · · · · ·
and the property to the	Morris

Five Top Standards

1.11014	1	ſ.	C	a	:(,	o;		1	16	S)			
azy Rhythm															Harms
ggie in the Window				Ĺ			Ì	ŀ	i		•				 Joy
king a Chance on Love	١.							,							Miller
at Old Black Magic	 	ú	Ξ.											Ċ	Famous

+ Filmusical. * Legit musical.

Longhair Boom Just Begun, Sez Disker; Hi-Fi Gimmick for Bigger Outlets

Current boom in the classical + disk market will last, says Henry Gage, veepce and sales-promo on head of Westminster Record-The field hasn't been scratched yet, he says, and hi-fi is e gimmick. There will be 2.-000,000 hi-fi sets in use by the end of the year, offering an ever-in-creasing outlet for platters. Only downbeat note may be the drying up of some small recording outfits, wha'll be knocked off by the bigger companies, due to lack of hi-fi equipment,

one of the leaders among the many smaller companies in the field, mainly because of its pion-eering in hi-fi recording. Westminster has made a recent tie-in with Thomson-Houston of Paris on exchange of records, and with Pacific Record of London for distribution of the Westminster label in Europe.

Westminster's disks are recorded for Europe.

switch from the old 78s to LPs has brought some interesting changes to the disk field, says tage. Names are going by the board. In the old 78 days, an artist or orchestra sold a record on basis of the performer's name alone. Hi-fi has killed that, says tage. Today, it is quality of performance and care in recording that count.

Trade Complaints

Trade Complaints

Another switch: In the old days a star used to be made on the concert stage, before a company would record him. Today, talent is being discovered, or certainly encouraged, via their disks. Two of weak of the control of the control

mann Scherchen.

Longplays have brought complaints with them, which Gage admits are justified. Vinylite, used for 38s, is softer than the shellac of 78s. It's better for hi-fi recording, but more fragile. Dust gathers in the soft Vinylite while recording, and remains there to give clicks and scratches to the disk surface. Engineers haven't been able to correct this yet.

Gage also finds the trade both-

Gage also finds the trade both-cred by exorbitant discounts from some companies to distributors. There are too many loopholes in the Fair Trade Law, he says, with the mail order business is ruining markets.

Westminster, founded three years ago, now has 275 titles in its catalog, with its 1953 sales estimated to reach better than \$1,250,000. James Grayson is prez and artists and repertoire chief, and Michael Naida, secretary-treasurer.

SUPREME CT. TO DECIDE ON 'SLOW BOAT' CLAIM

Washington, Nov. 3.
Supreme Court was asked last weekend to hear a claim that composer Frank Loesser's 1948 song hit. "Slow Boat to China." was cribbed from the unpublished "Wonderful You" by Robert E. Overman of Los Angeles.

Overman of Los Angeles.

Overman is appealing from the 9th Circuit Court, which found some similarity but decided that Loesser's composition was original and not a piracy. Overman said that in January, 1947, at the invitation of Loesser, he brought his tune and others to New York and submitted them to Loesser's music publishing company. Susan Publications, Inc. He said the material was -all returned to him "without comment or criticism" in May, 1947.

Loesser contends "Slow Boat"

May, 1947.

Loesser contends "Slow Boat" was composed in November, 1945, and produced several witnesses who said they heard him play it in 1946. Overman said in his petition to the Supreme Court that the lead sheet was not prepared until the summer of 1947 and the plano arrangement was not readied until October of that year.

Question in this case is largely

Question in this case is largely on which side the burden of proof rests. Overman is asking that the Supreme Court decide.

Stavin to Head Coast Branch for Prosen

Pubbery topper Sid Prosen is expanding his activities to the Coast. The Coast branch which he's opening this week, will be headed up by Milt Stavin.

Stavin, a former personal manager, will operate both Prusen's ASCAP (Hometown) and BMI (Village) music firms.

Gregory Pubbery Tees Off With Carpenter Tune

Gregory Music, firm recently set up by RCA Victor musical director Hugo Winterhalter and Chappell Music, has started its operations with a Yule tune penned by

tions with a Yule tune penned by thesp Carleton Carpenter. Tune, tagged "Christmas Eve," is the first entry in the Gregory catalog and Carpenter's third published effort. Carpenter, who's currently rehearsing in "John Murray Anderson's Almanac." also penned "I Wouldn't Mind," which was slotted in the pic, "Lost Boundaries," and "Ev'ry Other Day," which was played in the film, "Whistle at Eaton Falls."

POSITIONS

Week Week

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Best British Sheet Sellers

For Week Ending Oct. 24) London, Oct. 27.

1 Believe ... Cinephonic Poppa Piccolino Sterling Limelight Bourne
Moulin Rouge Connelly
Bridge of Sighs Maurice Look At That Girl Cinephonic Answer Me Bourne April in Portugal ... SterlingFeist Seven Lonely Days... Feist Voya Con Dios ... Maddox Walk That-A Way Aberbach

Second 12

Flictation Waltz. Bourne
Hey Joe Robbins
Swedish Rhapsody Connelly
Your Chestin Heart Wood
I'm Walking Behind Maurice
Is It Any Wonder Leeds
Wish You Were Here Chappell
Big Ben Box and Cox
Say You're Mine. Victoria
Mother Nature. Aberbach
Can't 1? Southern
Where Winds Blow Dash

Red River Dave Buys San Anton' Disk Outfit

San Antonio, Nov. 3.
Red River Dave, local cowboy singer-composer, has purchased the Marathon Recording Co. here, He wil concentrate on hillbilly and western talent in this area.
Red River Dave also appears here on WOALTV.

BBC Censors Axe U.S. Religiosos; Restricted Use for 'Answer' & 'Crying'

VARIETY Scoreboard

TOP TALENT AND TUNES

Compiled from Statistical Reports of Distribution Encompassing the Three Major Outlets

Retail Disks Coin Machines Retail Sheet Music

as Published in the Current Issue

NOTE: The current comparative sales strength of the Artists and Tunes listed hereunder is arrived at under a statistical system comprising each of the three major sales outlets enumerated above. These findings are correlated with data from wider sources, which are exclusive with Variety. The positions resulting from these findings denote the OVERALL IMPACT developed from the ratio of points scored: two ways in the case of talent (disks, coin machines), and three ways in the case of tunes (disks, coin machines, sheet music).

TALENT

Week	Week	ARTIST AND LABEL	TUNE
1	1	LES PAUL-MARY FORD (Capitol)	(Vaya Con Dios The Kangaroo
2	2	AMES BROS. (Victor)	
3	5	JULIUS LaROSA (Cadence)	Eh Cumpari
4	3	FRANK CHACKSFIELD (London)	
5	4 .	STAN FREBERG (Capitol)	(St. George and Dragonet /Little Blue Riding Hood
6	8	EDDIE FISHER (Victor)	(Many Times
7	9	TERESA BREWER (Coral)	Ricochet
8	10	PERRY COMO (Victor)	(No Other Love /You Alone
9	7	TONY BENNETT (Columbia)	Rags To Riches
10	6	PEE WEE HUNT (Capitol)	Oh!
	ITIONS	TUNES (*ASCAP. †BMI)	

*VAYA CON DIOS Ardmore

†YOU, YOU, YOU Mellin *CRYING IN THE CHAPEL Valley

*RICOCHET Sheldon *MANY TIMES Broadcast

ST. GEORGE AND DRAGONET

Victor Pushing Reissues
For Longhair 'Catalog
In a pitch for the more esoteric
longhair trade, RCA Victor idipping into its eatalog for reissus
nece of works which have not bree
standant selects in the past, the
from time to time unter the genfrom time to time unter the genmoisseurs' Catalog'

M. Koppl Gen. Mgr. For

Urania Disks; Chase Out
Norman Chase, veepee of Urania Records the last 18 months, hasleft the longhair diskery. Werner
Koppl, another veepee, has become general manager. Charles
Schicke, sales manager, has taken
ver Chase's promotional and publicity duties as well.

Rudolph Koppl is prev and Walter Rissland veepee and artists,
A repertoire chief of he diskeryFormed three years ego, the frim
specializes in Italian opera, and
German and Slavie symph and opleratic diskings.

TUNES

Distribution

Outlets

tail Sheet Music

Issue

and Tunes flated hereunder to
three major sales outlets enucrosurees, which are exclusive
the months that the past the genman that the song had indeed been
hanned outling frame, but
now at can't be broadcast. And rersourced which are exclusive
the Outlets

tail Sheet Music

Issue

and Tunes flated hereunder to
three major sales outlets enucrosurees, which are exclusive
the past, the first dam to two new hits
of "I Bellew' has resulted in the
fram first canned move new hits
of United Sheet Music

Norman Chase, veepee of Urania Records the last 18 months, hasleft the longhair diskery.

Ropple and the best-selling
pour disks frame. These records
were bugged by Radio Luxenlong the best-selling
pour disks frame. These records
were bugged by Radio Luxenlong the best-selling
pour disks frame. These records
were bugged by Radio Luxenlong the best-selling
po

LIBERACE SOCK \$17,850 IN TWO L'VILLE DATES

IN TWO LYILLE DAILS
Liberace one-nighter, booked moto Memorial Ande Thursday (29), resulted in the 2,400-seater being sold out at \$4.80 top. Additional concert was added Friday (30), likewise a sellout. Gross take for the two performances hit \$17,850, a new high for the house, and toping anything ever done before by a single artist. The pianist-entertainer was backed by a single orthogone musicians recruited from local sidemen.

Estimated that some 2,000 patrons could not get seats, although

Estimated that some 2,000 patrons could not get seats, although some chairs were spotted in available space. Interesting switch was fact that orch members were on the stage, while enstomers were seated in the orchestra pit to accommodate the overflow. Liberace was given a terrif buildup on TV by his sponsor. Citizens's Fidelity Bank, and was recipient of a Kentucky Colonel commission.

Pianist's two night stand at Cadle Tabernacle. Indianapolis. Monday-Tuesday (26-27), registered a big \$47.300. After the Louisville dates, he moved on to Columbus, O.

Portland Record Seen
Portland, Ore., Nov. 3
The opening-day seat sale for
the Liberace one-niter appearance
at the Civic Auditorium, set a new
record. With only one ad placed
by All Star Attractions, over \$7,000
was taken in for a new high for a
one-niter attraction in this area,
Marty Foster has obtained permission to place 900 seats on the
slage, giving a capacity of 5,100
seats, and attraction should easily
gross over \$15,000. This is the first
promotion for the newly-formed
outfit.

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MIDWEST K.C.

Jerry Mesler-KDEP

Ray Perkins-KFEL Dick Gilbert-KTYL III Stewart-KMPC

iii Ballance-KNX

ili Randle-WERE

III Lenay-WSAI

BHW-mus save

t Blaske-KFAM

opin Seymour-WKMH on McCarty-WCFL

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Copyright Variety. Inc. All Rights Reserved

'op Record Talent and Tunes

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JOCKEY	ote those seconds
DISK	orbut of beamsel
MRIFTY	This compilation is

this compilation is designed to indicate those records rising in popularity as well as those on top. Relings are computed on the basis of 10 points for a No. 1 mention. 9 for a No. 2 and so on down to one point. Cities and joekeys will usiny week to week to present a comprehensive picture of all seriors of the country regionally. **ASCAP** †*BMI.	cords rising in popular in the basis of 10 poi in to one point. Cit comprehensive picture
90 _ 5	Instruction and designed to indicate those records rising in popularity as well as those on top. Retings are computed on the busis of 10 points for a No. 1 mention. 9 for a No. 2 and so on down to one point. Cities and jockeys will vary week to week to present a comprehensive picture of all sectors of the country registedly.

this last weeks		Label	Song	»r	st 	R	Be	Bu He	et 	P.	s.l H	• •	- -	V	M	8	8
-		London	*Ebb Tide	9 10 2				. 1				2				7	-3
7 9		Cadence	*Eh Cumparl	:	63	9			**					. 1			:
8	Tony Bennett	-	*Rags To Riches		1	1										*	*
4.4 4 6	Eddie Fisher	Victor	** **Many Times	2	5		2	8	5			:					-
4B 2 7	Stan Freberg	Capitol	*St. George and Dragonet	:		2	**	4			4.	9.5		4			-
		Victor	You, You, You	7	+					8	2		9	5			8
5 21		Capitol	*Vaya Con Dios	e : :			:	2			:						
8A 29 6		Coral	*Ricochet	9	2	4	5	7			∞						:
8B 11 5	Perry Como	Victor	*You Alone	1 3	5	3	8 4			-	:	:		3			:
23 5		Columbia	*Mission of St. Augustine	4	4		c1				:				:		1
27 9	R. Hayman-J. Murad	Mercury	*Story of Three Loves	5			: :		9		9		2	١.			:
15 6		Ambassador	*Off Shore	4		-		6									
1	Four Aces	Decca	tLaughing on the Outside	8				1				9	3	5 9			
	Les Baxter	Capitol	*I Love Paris	4	8							i			6	0	6
27	Dean Martin	Capitol	*That's Amore	10	6 1	2					9		6				-
	Hilltoppers	Dot	*Love Walked In									2			2		
16B 20 6	Vic Damone	Mercury	*Ebb Tide	1		5	:	:	:		:	:					
17 6	Four Lads	Columbia	*Istanbul		10 6	10	:	80		:	4	:					
	Joni James	M-G-M	*My Love, My Love	9 6	:	:	:	7		:		2		10			5
10 21	Pee Wee Hunt	Capitol	*Oh!	:		1:		9	1		:	:	4	:	6		
21A 13 4	Frankie Laine	Columbia	*Blowing Wild		80		1	:			3 5		:			1	;
21B 44 3		Capitol	*Lover Come Back	3				2		-	:		5	-			;
	Kay Starr	Capitol	*Dream Boat Comes Home	2							:	:	8				
		Columbia	· Hey Joe	1			9				:						10
		Victor	Crying in the Chapel					:							:	.:	1
12 13	Ray Anthony	Capitol	*Dragnet	10			2		8		4 10		. 10		:	:	:
30 4	Lancers	Trend	*Sweet Mama, Treetop Tall.	1.4			:	3 9	9 10		6		:		:	:	1
37 4	Monte Kelly	Essex	*3 O'Clock in the Morning	6		3		10				:		2			1
-	Kitty Kallen	Decca	Looking for a Sweetheart	9		9	100	9			;		:		:		:
		Capitol	*From Here to Eternity		6		6	:					16.				
30B 46 6		Tiffany	+Granada	4		:	;				8				:		
	Joni James	M-G-M	*Never Stand in Your Way		-	4											
	Frankie Laine	Columbia	*Answer Me, Lord Above		/.			5			**		:			5	:
	Perry Como	Victor	*No Other Love				6	5							80	1	
50 2		Decca	*The Typewriter		:		*			5						9	
-1		Capitol	*That's All							4 2							
			*To Be Alone	*							7					4	:
20 19			*With These Hands				:	:		2.2				;	:		
		Columbia	†Many Times	:				:		2	6	:	:	100			
5		Dot	'Magic Guitar		4	:			:			:	:	1		:	
1		nbia	†Joey's Theme			:		:			:	:				-	
1			'I'm in Love With a Guy	:		:		:			:	:		:	:		1
21	June Valli	Victor	Mystery Street	05			:				:	:					1
	Connie Roswell	. Decea :	"I'm Gonna Sit Right Down.		:				2								
-	Richard Hayman	Mercury	Joey's Theme	:		:	:			1				5		2	
24	Kay Starr	Capitol	*Swamp Fire						1								
26 4	Perry ComoVictor	Victor	Pa-Paya Mama		:							10		9			:
. 3	Pat TerryJubilee	Jubilee	*Love Me Again	2 9	:												
2 09	Winterhalter-Rene	Victor	*The Velvet Glove	:	7 10					1							;
2	Ames Bros	Victor	"My Love My Life														
			the state of the s			6								0			

the reason why christmas comes early this year

eartha kitt... santa baby

c/w Under the Bridges of Paris

20/47-5488





48

Latest instance of an indie label kicking off a major diskery scramble on a tune is Amhassador Records' click of Leo Diamond's "Off Shore." When the platter began to take off in the Cleveland and Detroit areas Mercury hopped on with a Richard Hayman waxing, Capitol came up with an Alex Stordahl slice, M-G-M cut in with Art Mooney, Decea etched it with Russ Morgan and Coral followed with Mat Mathews. Criterion Music is publishing

James J. Kriegsman, theatrical photographer, turned songwriter as a shobby recently, and now has come up with his first published tune. Too Much in Love to Care." lyrics by Carroll Coates, and cut by Steve Gayner for Derby Records. Kriegsman, incidentally, was a musician in Vienna 25 years ago, but when he came to America hack in the 1930s, he found a photographic jab and remained in that field

RCA Victor went on a kiddie kick in earnest last weekend when three of its exec staffers made new additions to the'r families over a 24-hour span. On Friday (30), the wife of Dick Weddell, longhair promotion manager, gave hirth to a hoy and the following day, Coleman Tily, resident counsel for the Victor disk division, turned up with a son, while Bob Yorke, Victor merchandise manager, reported with a daughter.

Jill Corey, Columbia Records' new 18-year-old vocalist, is getting an unusual publicity sendoff via Life cover and eight-page story in the mag's next issue. Life is doing the yarn to sootlight the new importance of disk names in show husiness. Mag staffers were in on the story from the time the Pittshurgh songstress was signed by Columbia seven weeks ago to her initial recording session a couple of weeks ago.

Max Dreyfus, head of Chappell Music, says he's "not retiring, will not retire now, or after Jan. 1, and 1 can't imagine myself retiring unless I'm compelled to." He adds "the same goes for Louis," his hrother, just arrived from London on one of his frequent transatlantic hops. Louis Dreyfus operates Chappell's music and legit production interests in Britain.

M-G-M Records has picked up a new outlet to exploit its disks. Lahel has made exclusive deals with several factories around the country to pipe M-G-M platters into their shaps via the public address system. Network of factories lined up include Westinghouse, Shearing Pharmaceuticals, Charms Candy, Tung-Sal Lamps and General Electric.

Burl Ives, who just returned from a sixmonth concert tour of England, is giving a private concert for bookdealers Sunday (8) at the 92d St. YMHA in N. Y., to plug his new tome, "The Burl Ives Song Book." Ives plans to return to England for another concert swing early next year.

M-G-M Records is continuing its push on its longhair catalog with the cuffo distribution of special rocks to hold the classical releases to dealers around the country. Diskery expects to begin shipping the racks about the first of the year.



MADIGA

I JUST LOVE YOU

YOU'RE THOUGHTLESS

MGM 11601 K 11601 **78 RPM** 45 RPM

RECORDS



... Disk Companies' Best Sellers...

Š	· Lat	Artiol
5	1.	THE KANGAROOPaul Ford
3		DON'CHA HEAR THEM BELLS ST. GEORGE AND THE DRAGONET!Stan Freberg LITTLE BLUE RIDING HOOD VAYA CON DIOSLes Paul-Mary Ford JOHNNY OH Pee Wee Hunt
4	2.	ST. GEORGE AND THE DRAGONET!Stan Freberg
		LITTLE BLUE RIDING HOOD
4	3.	VAYA CON DIOSLes Paul-Mary Ford
1		JOHNNY
	4.	OH Pee Wee Hunt
4	†	LOVER COME BACK TO ME
	5.	LOVER COME BACK TO ME
9	•	THAT'S ALL

COLUMBIA

1. RAGS TO RICHES TONY Bennett-Percy Faith
HERE COMES THAT HEARTACHE AGAIN

2. AVE MARIA Liberace
CHRISTMAS MEDLEY

3. I SHOULD HAVE TOLD YOU LONG AGO Four Lads ISTANBUL

ORAL
RICOCHET Teresa Brewer
TOO YOUNG TO TANGO
HEART OF MY HEART Cornell, Dale, Desmond
I THINK I'LL FALL IN LOVE TODAY
WOMAN Johny Desmond
BY THE RIVER SEINE
I'M YEARNING Don Cornell
YOU'RE ON TRIAL
BABY, BABY, BABY
I GUESS IT WAS YOU ALL THE TIME

DECCA
1. TYPEWRITER Leroy Anderson
THE GIRL IN SATIN
2. LAUGHING ON THE OUTSIDE Four Aces
I'VE BEEN WAITING A LIFETIME
3. THEME FROM "SEVEN DREAMS" Gordon Jenkins
SECRET LOVE
4. CRYING IN THE CHAPEL Rex Allen
1. THANK THE LORD
5. I WANT YOU TO BE MY BABY Louis Jordan
YOU KNOW IT TOO

LONDON NDON
FRB TIDE
WALTZING BUGLE BOY
GOLDEN VIOLINS
A GIRL CALLED LINDA
GUESSING
1 SEE YOU AGAIN EVERY NIGHT
WE'LL GATHER LILACS
Mantovani
MELBA WATZ
SAMANON
MANTOVANI
SWEDISH RHAPSODY

FRBR TIDE
FRANK Chacksfield
Frank Chacksfield
Frank Chacksfield
Frank Chacksfield
Machan Chacksfield
Mantovani
MELBA WATZ
Mantovani
SWEDISH RHAPSODY

MERCURY

RCURY
STORY OF THE THREE LOVES ... J. Murad-R. Hayman
SWEET LEHLANI
MY WORLD IS YOURS ... Patti Page
MILWAUKEE POLKA
BRIDGE OF SIGHS ... Georgia Gibbs
HOME LOVIN' MAN
GAMBLER'S GUITAR ... Rusty Draper
FREE HOME DEMONSTRATION
OFF SHORE ... Richard Hayman
JOEY'S THEME

5.

M-G-M

TILL NEVER STAND IN YOUR WAY...... Joni James
WHY CAN'T I
WY LOVE, MY LOVE
YOU'RE FOOLING SOMEONE Joni James

MOGAMBO Art Mooney
OFF SHORE
CALLING YOU . Hank Williams
WHEN GOD COMES
HEY, LITTLE GIRL Tommy Reed
GLAD RAG DOLL Tommy Reed

RCA VICTOR

A VICTOR
YOU, YOU YOU Ames Bros.
ONCE UPON A TUNE
THE VELVET GLOVE Winterhalter-Rene
ELAINE
SANTA BABY Eartha Kitt
UNDER THE BRIDGES OF PARIS
DON'T FORGET TO WRITE June Valli
MYSTERY STREET
PA-PAYA MAMA PEFFY Como
YOU ALONE

45 RPM BOWS IN AUSSIE VIA CAPITOL LABEL

Syllney, Oct. 27. Aussie public will get 45 rpm disks for the first time this week, as the Australian Record Co. readies standards and classics on Capital label. No pops yet, but that will come, states an ARC spokesman, who believes his company soon will be able to meet market demands in 33, 45 and 78 rpm.

Other outfits meantime are readying titles for 45 rpm, and soon will follow ARC's lead. Trade sees big potential sales for the new

speed.

ARC's move figures as fourth standout advance in disk biz here since World War II. First was import of English pressings for distribution by EMI. In bid to shorten gap between demand and supply. Then some half dozen companies emerged to challenge EMI's monopoly. Debut of 33 rpm LP pressings was next step.

Joe Candullo's orch being held over through November at Guy Lombardo's East Point House res-taurant in Freeport, L.I.

Victor Pegs Xmas Disk Push on Hi-Fi

RCA Victor which bowed into the high-fidelity equipment field last month, will peg its Christmas disk promotion on a hi-fi angle, Diskery reevaluated its enture cátalog in the light of current hi-fi standards to come up with 400 top quality albums, including pops and longhairs, which will form the basis of the selling campaign.

The list of hi-fi disks is being distributed in a special 16-page supplementary catalog with two different covers, one utilizing the Xmas, theme and the other non-paign in approach. Victor is also planning an extensive institutional and co-op dealer advertising campaign in national mags and on radio-TV, framed around the hi-fi theme. Central slogan of the drive will be "The Sound of Christmas Will Be Better This Year."

In the last couple of years, the hi-fi angle has been a special sell-ing point in the longhair field for virtually all companies, both major and indie. The nationwide Victor accent on hi-fi is slated to stir up additional interest in both disks and equipment.

8 Midwest Teenage Jazz Shows Set for Nabe Auds

Only one in a series of eight midwestern jazz concerts sponsored by a local industrialist, Arabid Maremont, will be staged in Chi, the others being slated for the suburbs and outlying cities as far as Milwaukee. Windy City concert will be held in Carl Schurz High School auditorium this Sunday (8), as a benefit for the Community Child Guidance Centers. Woody Herman, Billy Eckstine and Sidney Bechet star.

Maremont Foundation produces jazz shows in neighborhood auditoriums to make modern music available to teenagers, who are not allowed into night clubs. All Maremont's concerts are benefits.



LEO FEIST, INC



Married Marrie BERYL BOOKER TRIO

Just Concluded TIAJUANA CLUB, Baltimore Currently STORYVILLE, Boston (Two Weeks Starting Nov. 2)

to Be Followed by BLUE NOTE, Philadelphia

MERCURY - RECORDS - DISCOVERY

Exclusive Management

ASSOCIATED BOOKING CORPORATION

New York Chicago
th Ave PL 9.4600 203 No. Wabash

Hollywood

Schmitt

Music

Capitol

RETAIL SHEET BEST SELLERS

Carl Fischer

ż

Neisner

VARIETY

Survey of retail sheet music sales based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week. † BMI

National

Rating		- 1		Ė	02	st	E.	1	10	==	ge	S	2	3	i
This wk.	Last wk.	Title and Publisher	New	Bosto	Chica	Roch	St. L	San /	Seatt	Detroit.	India	Kansa	Minn	Phila	T S
1	1	*Vaya Con Dios (Ardmore)	1	1	2	1	2	1	1	3	2	2	5	1	110
2	2	†You, You, You (Mellin)	2	2	1	2	1	2	3	2	4	4	9	4	96
3	3	†Crying in the Chapel (Valley)	3		4	7	5	3	5		7	1		6	58
4	5	*Ebb Tide (Robbins)	5		5	. 8	7	7	2		5	5	2	9	55
5	- 4	*Oh! (Feist)	17		3	9	4	.5		4	6	3		5	49
6	6	*No Other Love (Williamson)		4	7		3	6	2.7	1					34
7	11	†Many Times (Broadcast)	6		,	3	6				10	- 6	٠	3	33
8	7	*Dragnet (Alamo)			6		10	4	4		1		٧.		30
9	14	*Rags to Riches (Saunders)	4		9	4				10			6	10	23
10A	10	*I'm Walking Behind You (Leeds)	į.	7			8	9	8	5		8			21
1013	7	†Mission of St. Augustine (Rep.)	8	9				1.					4	2	21
12	13	*With These Hands (Bloom)		5				8		8	3	1.			* 20
13	9	*I See the Moon (Plymouth)	1.7	6	10	4.	1,4	10		9		-1-4	1		19
14		*Ricochet (Sheldon)	7		- 8	6		1	9		11	111	10		- 15

CUGAT ON 2D NIPPON TOUR WITHIN YEAR

†Eh Cumpari (Rosarch) . . .

Navier Cugat returns to Japan for his second 1953 tour on Oct. 31 Latino maestro had a successful whirlwind tour here this spring. Theatre dates have been set for the 35-member aggregation in Tokyo, Kyoto, Osaka and Kobe during the first two weeks of November. Three shows are set for U.S. servicemen at Tokyo's Ernie Pyle No. 1 and one at Camp Drake, Korea replacement depot near Korea replacement depot near Tokyo, Nov. 2.

In addition to Abbe Lane, cast includes flamenco dancers Rodolfo & Juanita, song and dance specialist Carmencita Garcia, the Peraltas singing twins and guitar virtuoso Cordova.

Cugat is expected to play at Tokyo's Latin Quarter nitery for supper dancing after finishing his theatre dates during the week or 10 days he is in Tokyo. He did the same thing last spring, with a \$10 cover failing to keep the club from SRO each night.

10 3 Linhart Joins Loesser

Further bolstering his contact-man setup, Frank Loesser last week added Joe Linhart to his Frank Music firm. Linhart will work with Charlie Janoff under Mike Sukin, who recently was named pubbery's general professional manager.

Dick Gray will continue to rep Frank on the Coast. Linhart is an ex-Chappell Music plugger.

Martin, Murphy Sock in K.C. Pop, Longhair Symph Date

Kansas City, Nov. 3.

Annual concert of the Philharmonic Orchestra under sponsorship of the Katz Drug Co. proved once again to be an extensive intermingagain to be an extensive interming-ling of longhair and pop music fans. An estimated 20,000 persons turned out to hear a two-hour concert Friday and Saturday (30-31) in the Municipal Auditorium, with Tony Martin and Lillian Murphy as guest stars.

On The Upbeat

New York

Karen Chandler begins a week's engasement at Jackie Heller's Carousel. Pittsburgh, Nov. 9. Dick Gersch and Buddy Weeth handling disk promotion for Bernie Wayne (Coral) and Carmen McRae (Stardust). Disk Jockeys around the country celebrating Patti Page Birthday Week with 15-minute special airers, beginning Nov. 8. Cromber Johnny Parker currently at the Chez Ami, Buffalo Thrush Betty Madigan to the Coat Nov. 8 for a Metro screen test. Joni James into the Stagecoach Inn, Hackensack N. J. Nov 10. Jo. Ann Tolley opens today (Wed) at the Olympia Theatre, Miani Dick Linke, Capitol Records publicity manager, back from an exploitation trek to Cleveland with thrush Monica Lewis.

London

Thrush Betty Madigan to the Coast Nov. 8 for a Metro screen test. Joni James into the Stagecoach Inn. Hackensack, N. J. Nov. 10. Jo. Ann. Tolley opens today iwed at the Olympia Theatre, Mianni Dick Linke, Capitol Records publicity manager, back from an exploitation trek to Cleveland with thrush Monica Lewis.

London

Nat (King) Cole has been booked by Lew & Lesile Grade for the London Palladium next March, followed by provincial tour Lyries of "Poppa Piccolline," second in the bestselling sheet muster frame this week, are by Bob Masel, with United Press here. Edminode of "Poppa Piccolline," second in the bestselling sheet muster frame this week, are by Bob Masel, with United Press here. Edminode of "Poppa Piccolline," second in the bestselling sheet muster frame this week, are by Bob Masel, with United Press here. Edminode of "Poppa Diccolline," second in the bestselling sheet muster frame this week, are by Bob Masel, with United Press here. Edminode of "Poppa Diccolline," second for 13 weeks in BBC's plain spot of the week—115 p.m. on Sinday Commencing Jan. 3. Carl and Roger Yale inst arrived back from entertaining troops in Kora. Their party also included Barhara Leigh, Alistair Mellarg and Sybil Summers. Eva Bartok recorded "Kiss Me" and "Pon't Touch Me" backed by Harold Smart Trio, for Alan Freeman, of Polygon After they had engaged in a fight on the stand in full view of the andience, bandleader-clai nettst larry Parry refunied here after to the Missians Union. Bandleader-clai nettst larry Parry refunied here after 12 months' residence in India.

Pittsburgh

Pittsburgh

Decca Inks Fletcher Peck,
Page Cavanaugh Trios
The Fletcher Peck Trio, vocal combo which recently copped top prize on Arthur Godfreys "Talent Scouts Tver, has been inked by Decca Records. Initial release will include "Guy With A Voodoo," which they did on the Godfrey stanza.

Decca, meantime, has also pacted the Page Cavanaugh Trio, Diskery also bought the master of the trios "Hot Ogn rumber, which was issued originally on an indie label."

Pittsburgh

Jerry Better Trio into the Pennshure Rhom to a run. Frank Jarema order holicked for fourth straight year to policked for fourth straight year to p

Omaha

Ex Horae Heldt drummer
Johnny Vana, 19, now n junior at
Omaha U, will be soloist at Omaha
Symphony Orchestra concerts of
Nov 23-24 Freddy Martin orch
at Terrstown Arena at Scottsbluff,
Neb. Monday (2) Upcoming at
Peony Park here are Tony Bradley
Nov 7-8. Jack Swanson, Nov. 14-15,
Freddic Martin, Nov. 21, and Hank
Winder, Nov. 22. CavalleriMyers-Holmes ensemble concluding
tom of state. Lambert Bartak
orch in at Howells, Neb, Baltroom,
and Jimmy Palmer coming to Oak
Baltroom at Schuyler.

WELCOME FRANK CHACKSFIELD

WE HOPE YOU WILL ENJOY YOUR SHORT STAY IN THE UNITED STATES MANY OF THE FRIENDS YOU MADE THROUGH YOUR UNPRECEDENTED 3 HITS IN A ROW ARE LOOKING FORWARD TO MEETING YOU





3 HITS IN A ROW

First: LIMELIGHT 1342 45-1342

Then: EBB TIDE

Backed by WALTZING BUGLE BOY 1358 45-1358

NOW: GOLDEN VIOLINS

Backed by A GIRL CALLED LINDA

Wagner Urges Music Biz Give Public Chance To Acquire Longhair Tastes

Hollywood, Nov. 3. Muric business is losing a good bet in failing to stimulate public interest in so called longhair music. chorale director Roger Wagner opined last week after returning from a successful concert tour in Empland. The British, he pointed out successfully combine tastes to both popular and classical

We're too conscious of what we consider to be the commercial aspect of music," Wagner declared.

'As a result, we overlook the fact that 'commercial' merely is an that 'commercial' merely is an other word for public acceptance. And the public would accept the lenghair music if given a chance to try it."

Classical music is definitely an acquired taste, Wagner pointed on But the nuisc business in the U.S. is so geared to turning out pop times that the public has almost never been given a chance to acquire the taste. So-called "good" music reports, for example, have for years been bramed at only a small segment of the population. "This situation is gradually changing," Wagner declared. "Radio stations like KFAC in Los Angeles and WQXR in New York have stimulated interest in better music among an increasing number of people. I think this is one of the chief reasons for the slow but steady increase in the sale of records by classical artists."

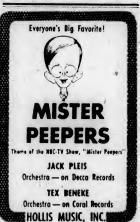
Payoff Seen

The field, however, will be a long time in developing. Wagner feels, unless the music business steps in and puts more edort behind it. Not that the chorale director visualizes a song plugger trying to get a Bach fugue on a coast-to-coast wire. But efforts to make more of this kind of music available to a larger authorize must inevitable. er audience must inevitably off.

larger audience must inevitably pay off.

"The British," Wagner declared, "know how to mix their musical tastes. They are very definite in what they want. But there isn't the feeling there that one group goes strictly for pop stuff and another for classical. If a person likes music there's no reason why he shouldn't appreciate both."

Wagner tour of England with his choral group was so successful that he's been invited hack next year for another trek. Meanwhile, the organization is opening new studios here and continuing disk and concert work.



RETAIL DISK BEST SELLERS

VARIETY

Survey of retail disk be sellers based on reports o tained from leading stores: 12 cities and showing con parative sales rating for th and last week.

Artist, Label, Title

National Rating This Last wk. wk.

st b		
in n- iis		
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Stores Music Ross rega

Piano nkins

Mart

	Philadelphia—(J	Boston-(Boston	Chicago - (Hudse	St. Louis-(Ludy	Indianapolis—(P	San Antonio (A)	Seattle-(Sherm	Minneapolis—(D	Kansas City-(Je	Los Angeles—(D	Cland
2	1	7	٠.,	2	4	1	3		1	3	140

1	1	"Vaya Con Dios"	2	1	7		2	4	1	3		1	3	4	75
2	2	FRANK CHACKSFIELD (London) "Ebb Tide"	1	5	4		. ;	1	2	2	1,,	3	2	5	. 74
3	5	JULIUS LAROSA (Cadence) "Eh Cumpari"	3	6	2		9	2	6	7	1	8	7	3	67
4	3	AMES BROS. (Victor) "You, You, You"	6	3			3	3	4	6		4	5	9	56
5	4	STAN FREEBERG (Capitol) "St. George and Dragonet"	9	8			1	5	3	4	= ,	6	1	F 45	51
6	10	TERESA BREWER (Coral) "Ricochet"	5	10	1:	5	5			10	2			14	36
7	8	"Story of Three Loves"	4		10	3	4					7	8	6	35
8	9	TONY BENNETT (Columbia) "Rags to Riches"	8		9	4	10.	١	8	8	3				27
9	6	PEE WEE HUNT (Capitol) "Oh!"	10	7					5	5		2		-	26
10.3	17	EDDIE FISHER (Victor) "Many Times"		-		2	6		9	1.	9				22
10B	1	PERRY COMO (Victor) "You Alone"										1. 1	1.19	1	22
12.1	13	ORIOLES (Jubilee) "Crying in the Chapel"			-								4	1.1	14
12B	F. 1	"To Be Alone"			1,			6						2	14
12C	14	LIBERACE (Columbia) "Story of Three Loves".						1		1					14
15	11	PERRY COMO (Victor) = "No Other Love"					-		7				- 1		13
16	16	"P.S. I Love You"										5	6		11
17	1	THREE SUNS (Victor) "Don't Take Your Love Away"					1					,	-		10
18	14	FRANKIE LAINE (Columbia) "Hey Joe"								٠,.		1		-	9
19 \	19	RENE-WINTERHALTER (Victor) "The Velvet Glove"						8					10	1 .	7
· major		MADINED CO.	-		-			-				`			

FIVE TOP ALBUMS

198 7

GLENN MILLER Limited Edition Victor LPT 6700

MARINERS (Columbia "I See the Moon"

VICTOR PRESENTS EARTHA KITT Victor EPB 3062 LPM 3062

FORD 50th ANNI Mary Martin Ethel Merman Decca DL 7027 DU 999

10

ME & JULIET Broadway Cast Victor OC 1012 EOC 1012 LOC 1012 EOA 458

MUSIC FOR LOVERS ONLY Jackie Gleason Capitol H 352

Cap's New Hi-Fi Album Does Okay Double-Duty

An unusual album for the hi-fi enthusiast and music-lover as well is "Full Dimensional Sound—a Study in High Fidelity" (Capitol; 86.76). Two-fold purpose is to help test and demonstrate hi-fi equipment, and offer a variety of music, both pop and longhair.

Album accompilises both with

music, both pop and longhair.

Album accomplishes both, with an intriguing array of tunes. Pop selections include Stap Kenton. Bay Anthony, Dick Stabile and others in "Moulin Rouge," "Continental," etc. Longhair includes Bloch. Glazounov, "Tehaikovsky, Villa-Lobos, etc. There are also two percussion studies, both in pop and serions, by 20th-Fox's Hal Rees, Added asset is a 12-page booklet by Charles Fowler, discussing fine points of hi-fi. Bron.

See A 1987

... MGM

Another BMI "Pin Up" Hit

Published by MERIDAN MUSIC, INC.

TOMMY EDWARDS TONY ACQUAVIVA

Robbins

Continued from page 43

pany. The Loew-Metro interests sent its U.S. copyright specialist, Julian T. Abeles, to London to finalize the deal. On Abeles' recent London visit he incepted the deal but flew back to New York when he saw how involved the late B. Feldman's affairs were at the mo-

The Feldman catalog, which is one of the top royalty earners through the Performing Rights Society, includes the works of many famous songsmiths, such as Victor Herbert, Franz Lehar and Irving Berlin. The company has been es-tablished for 55 years.

It is expected that Firman will exit his post as m.d. once the take-over is effected.

Orchster Chacksfield On U.S. Promotion Trek

British orch—leader Frank
Chacksfield, who moved into the
topselling disk bracket in this country via his London Records waxings, airrived in the U.S., early this
week on an exploitation and promotion trek. He'll visit deejays
around the country as well as London's rheaders and distribs. Chackstield broke through the U.S. wax
market early this year with "Limelight" and is currently riding high
with "Ebb Tide" and "Golden
Violins."

He'll be feted at a cocktailery at Toots Shor's, N. Y, today (Wed.),

Ex-Chirp Heads Philly Mgt., Promotion Outfit

Philadelphia, Nov. 3.
Wakeman Corp., newly-organized personal management, publicity and record promotion outfit, has set up headquarters in Shubert Bidg, here. Harry Fink, former record promotion man for David Rosen, Inc. (local Mercury, Okeh distrib), is general manager of new outfit.

outfit.

Peggy Lloyd, former nitery singer, is president of the corporation.

Sam Bushman, local nitery flack, heads the publicity department.

Firm will exploit records and recording personalities in this state, New Jersey, Delaware, Maryland and D. C.

First artist under Wakeman aegis is Jinniw Burryll, current at Em-

is Jinmy Burryll, current at Em-bassy Club. Financing comes from group of well-heeled locals inter-ested in show biz.

Station Response to RCA 'Tristan' Bid Spotlights Hinterland's Opera Bid

Growing acceptance of longham works, particularly opera, in the hinterlands is graphically speclighted by the widespread response from stations all over the country to RCA Victor's offer on its newest to nex victor's ofter on its newest full-length opera, Wagner's "Tris-tan and Isolde." Victor offered the five-platter album cuffo to any sta-tion that would program it on an uninterrupted basis.

Although the work runs for almost five hours, Victor received okays from over 500 stations, both retwork affiliates and indies. Many of them pointed out that opera was getting top reaction from dialers and that even a long work, such as "Tristan," would not be over-heary fare.

Sammy Kaye Strikes Oil In Kansas Court Decision

In Kansas Court Decision

Wichita, Nov. 3.

Bandleader Sammy Kaye struck
oil here last week when a Federal
Court decision awarded him and
his manager, Dave Krengel, a halt
interest in potentially rich Kansas
wells. Judge Delmas C. Hill upheld Kaye's claim in over 900
acres in Cowley County.

Kaye brought suit against a
group of drillers and land brokers
who, it was alleged, made use of
Kaye's confidential geological information about an oil-rich territory in Cowley Country to buy a
piece of property there. The judge
ruled that Kaye was entitled to
on-half interest in this property.
Defendants were L. C. Smitherman
and Simon Cohen, drillers, and C.
L. Seibel, Wichita oil lease broker.

Marek's Paris Quickie

George Marek, RCA Victor artists de repertoire chief, planed to Paris Monday (2) on a quickie trip to huddle with execs of RCA's Euro-pean affiliates. He's due back end of this week.

Marck returned last month from a stay in Italy and Spain where new factories were launched by Victor,



THIS CHRISTMAS "FREDDIE THE LITTLE FIR TREE"

Going to Be Big

Gene Autry Columbia #40092-#172 AMERICAN MUSIC, INC. 9109 Sunset Blvd.



This New Tender Ballad Would Click in Any Spot Complete Piano-Vocal — Yours for the Asking

EMERICK JANOSKA, Box 17, Morris Heights Sta., New York 53, N.Y.

TROA, Pitt Ops Map Vendetta Vs. MCA | Eckstine Pays Out \$1,350 For 'Unethical' Ames Bros. Booking

herica and a group of Pittsburgh ery owners are up in arms hinst Music Corp. of America alleged "unethical" conduct in for alleged "unethical" conduct in its booking of the Ames Bros. at Twin Coaches, about 25 miles out Pittsburgh. TROA, in a Cleveland meeting last week, voted to cen-sure MCA for its action and the Pitt clubowners have agreed to bypass MCA when buying talent.

However, McA says that at this time there are several deals with the "ringleaders" in the Pittsburgh bovcott movement. Deals are now being worked out for top names in several Pitt spots.

in several Pitt spots.

The dispute stems from the fact that MCA, which booked the Ames Bros. originally at Andy Charkares' Horizon Room in Pitt, signed, the act to play the Twin Coaches the prior week, against Chakares' objections. Chakares burned when the Ames went into the Twin Coaches and reportedly asked that TROA take action to prevent further 'breaches of faith' of this kind.

'In Best Interests'

Bill Ficks, personal manager of the Ames Bros., stated that while he usually has all kinds of fights with the MCA staff, he feels that he percentery acted in the best interests of the Ames Bros. in this case. He also stated that MCA tried to protect both spots by booking the boys in a place which he regarded as not being in competition with Chakares. Major difficulty stemmed from the fact that at the time of the booking, date of their start at the N. Y. Paramount wasn't known. When the date was established, MCA juggled the boys' engagements to keep them working right up to the theatre date, which started today (Wed.).

One spokesman at MCA stated

One spokesman at MCA stated that Lenny Litman, operator of the Copa, Pitttsburgh, has been steaming the operators up against the offee, and didn't mind saying that Littman is still after certain properties booked by MCA.

erties booked by MCA.

TROA is in a position where it must look after its members. Feeling is normally never too good with the agencies, and it's believed that the action against MCA because of the Ames Bros, booking is only the catalyst which brought out the long-smouldering feeling against that percentery as well as others. TROA is beefing against the high price of acts that will pull, and it's also seeking ways and means of stopping the agencies from pitting one cafe against another, and upping prices already regarded as too high.

TROA feels that the cafe business is fighting for survival, and high prices of acts are contributing to the demise of many night-clubs per year. Thus far, it hasn't been able to correct any of practices which it claims to be abuses, and action, if enforced against MCA would believed served the ICA, would help and some of the evils" now prevalent in the in-

BURLEY OUT OF MPLS. **1ST TIME IN 50 YEARS**

Minneapolis, Nov. 3.

After more than 50 successive asons, burlesque bows out of Minneapolis this week, temporarily at least. The Alvin, which houses it, is being leased to an evangelist for revival meetings.

Charlie Fox, of Milwaukee, who has operated the Alvin with the Firls-and-music shows for a number of years, is negotiating with the Paramount circuit for its shuttered Aster as a new home for the exotic dance fare.

Fox lett out on the Alvin when

Fox lost out on the Alvin when the evangelist outbid him for the lease.

Long Layoff Ottawa, Nov. 3

Fairmount Club, night spot across the river in Hull, cur-rently advertises "Coby Claire Dancers, Direct From Billy Dancers, Direct From Billy Rose's Diamond Horseshoe," in

Palace Going Back To 8-Act Setup

The Palace Theatre, N. Y., will go back to eight acts of vaudeville on Nov. 11 or 18, following current two-a-dayer topped by Betty Ilut-ton. Miss Hutton will wind up Nov. 10 after four weeks, and un-less another topliner can be lo-cated, the former format will take over with Dan Friendly setting

over with Dan Friendly setting talent.

Third week of Palace two-a-day scored an okay \$39,900, following the \$44,400 of last week and \$46,-400 in the preem. Bill goes one more week.

Friendly, of course, will be in the best position he's ever been in as far as getting standard and name acts for this house. With the announced closing of the N. Y. Paramount so me time around Thanksgiving, an act will have little to choose from as-far as getting a N. Y. showdate. There will be no choice for a lot of turns, who formerly played other houses at big coin, but to go into the Palace.

Friendly, head talent booker for RKO, will still set other shows around the country as topliners become available. However, Friendly stated that the eligibles now want to play nine shows weekly only, do an occasional shot on television, or at worst work two shows nightly in cafes. It's becoming increasingly difficult to get suitable talent.

ingly difficult to get suitable

"The theatres are still here "The theatres are still here and there's lots of playing time to be had if the right people will consent to go into the house." Friendly said. He pointed out that Katherine Dunham worked the Golden Gate Theatre, San Francisco, last week. That theatre as well as others are available for the right kind of vaude shows, Friendly declared.

HCL PRODS AGVA TO NEW EMA PACT TALKS

The American Guild of Variety Artists is attempting to reopen negotiations with the Entertainment Managers Assn. of New York. Union feels that the agreement, negotiated some years ago, and which has another year to run, is now unrealistic, since upped living costs have made present clubdate minimums inadequate. Nat Abramson, EMA presy, will report the AGVA request for reopening of negotiations back to the EMA board.

However, there are many bitches in consummating another deal.

However, there are many bitches in consummating another deal. Present contract ealls for EMA members to pay the 40e rate for accident insurance. Original clause had the clubdate bookers paying \$1, with the proviso that when rate AGVA had to pay was ever reduced, they would get the benefit of the decrease. Union would like EMAkes to pay \$1 so that the remaining 60e could go as a contribution to the AGVA.

Miami Opera Traubel Bid; Nitery Dates a 'Blessing'

Beatty Headliner For
Houston Shrine Circus
Houston, Nov. 3.
Clyde Beatty will headline the 1953 Arabia Temple Shrine Circus which will play here for 22 performances at the Sam Houston Collseum opening tomorrow night (Wed.) through Nov. 17.
Among other features will before Slove, the Hawthorne Bears, Josephine Berosinl and the Flying Valentines.

To Be Twin Coaches Loner

Because Billy Eckstine didn't want anybody singing with him on the bill at the Twin Coaches this week, he agreed to pay out of his own pocket the \$1,350 salary

his own pocket the \$1,350 salary
The Freshmen were to have received at the big theatre-restaurant. Situation came out of
some quick booking shuffles as
well as a favor to Eckstine himself.
He had originally been penelled
into the Twin Coaches for the
week of Nov. 16. The Freshmen
were pacted for the eurrent stanza
along with Ethel Smith, the organist. When she read the contract,
however, and saw that it called for
two shows nightly, Miss Smith
balked and said she's do only one.
In the meantime, a theatre en-

balked and said she's do only one. In the meantime, a theatre engagement in Chicago at much more money for the middle of the month opened up for Eckstine. He wondered if his Coaches date could be pushed up. It was, and negotiations with Miss Smith were dropped, But The Freshmen had already been ticketed. Eckstine preferred to be the only vocal attraction on the show, so he said he'd shell out for their pay in view of the fact that Coaches had advanced his date in order for him to take the Chi booking as well,

Katz Move Is Seen Fanning AGVA's Irving, Jones Rift

Further evidence of the growing rift between Jack Irving, national administrative secretary of the American Guild of Variety Arthists, and Dick Jones, eastern regional director of the union, was seen last week when Irving named lienty Katz, union's resident attorney, to be in charge of the national offices during his absence. Irving left last week for Miami Beach, where he was operated on for a minor foot allment. He'll be gone a couple of weeks.

Appointment of Katz is seen as

gone a couple of weeks.

Appointment of Katz is seen as a slap at Jones, especially since Katz is not regarded as having union administrative experience.

Rivalry between Irving and Jones has been on the upbeat for some time. Each has been reportedly seeking undercover support from board members, ultimate stake being the top job in the union, which is now held by Irving.

Joe Laurie Jr.'s Book On 'Vaude' Like a Permanent Pass to the Palace

Possibly the most colorful era in all the history of show business—vaudeville's rise and fall—has never been better presented than in Joe Laurie Jr.'s "Vaudeville: From the Honky-Tonks to the Palace." Holt; \$5. It can best be described as a position on the back rail of the Palace of a Monday afternoon (opening day) down through the years of variety's heythrough the years of variety's hey

For vaudeville afficionados, for those interested in show biz history, and for those who just look for entertainment in their reading, little Laurie's big book (561 pages) is a terrific buy. In some respects, it's encyclopedic, yet it's

(Continued on page 53)

Joey Adams

has a humorous piece on Hom Sapiens Americanus who but-tonhole you with that age-old cry:

"I Gotta Joke fer Ya!"

onother byline feature in the upcoming

48th Anniversary Number VARIETY

NLRB Ruling on Tooter Status May Ease AGVA, AFTRA Feud With AFM

Sneak-Thief Scare

Chicago, Nov. 3

Chicago, Nov. 3.

S I x handmade puppets, valued at \$1,400, were stolen last week from puppeteer Sid Krofft, currently playing the Boulevard Room of the Conrad Hilton Hotel here. But the thieves who made off with the sealed cardboard box from the back seat of Krofft's convertible are in for a slight shock.

The hox contains skeletons.

The box contains skeletons and Frankenstein monsters,

Sinatra's Sands Buy OK'd by Nev.

Las Vegas, Nov. 3.

Nevada Tax Commission last week approved the application of Frank Sinatra for a state gambling license for a 2° interest in the Sands Hotel here. Sinatra, who now holds a ½ of 1° interest in that hotel, seeks to increase his holdings to 2° for the purchase price of \$54.000. Commission approved the application by a vote of 6 to 1.

The only divide

The only dissident, Robert Allen, felt that the singer should use the purchase toward clearing himself of \$90,000 indebtédness for back of \$90.000 indebtdness for back taxes to the Federal Government. Sinatra had reduced his indebtedness from \$160.000. Under his arrangement with the Government, he shells out \$1.000 payment every week that he works. Other commissioners felt that the Government should collect its own money.

DORSEY BROS. HOT SRO IN MEMPHIS FORTNIGHT

Memphis, Nov. 3.

Memphis, Nov. 3.
Tommy and Jimmy Dorsey just the Claridge Hotel here, with SHO biz reported every night. The two-week stit also shuttered the Claridge's Balinese Room for a facelifting operation. Room will open again in a makesbit way on Dec. 4 with Carl Sands and his orchestra through New Year's, and will then close again for completion of the remodeling program which will cost the hotel nearly \$150,000.

The Dorsey brothers left here Oct. 28 for a series of one-nighters and then will locate again for two weeks at Mount Royal Hotel. Montreal, Nov. 12. Balinese room here scats 700, with weeknight scale at \$1.50 and Saturdays at \$2.

Christine OK for Mex. **But Only in Films**

Mexico City, Nov. 3
Christine Jorgensen may appear
in Mexico atter all, but not "hve,"
Her personaling of any kind in any
theatre or nitery or even in public
as a guest of 'honor was recently
banned by the Mexico City amusements supervision department.
Department remarked in that announcement that it ddn't consider
the distaff-converted U. S. dough-

nouncement that it didn't consider the distaff-converted U. S. doughboy "a particularly beautiful or artistic person, nor can we consider appearance for pay or publicity in any way edifylng."

But Miss Jorgensen has been given the green light by the National Cinematographic Board to play in one or more pix in Mexico. Affonso Cortina, NCB chairman, said his organization has no objection whatsoever to her playing in pix in Mexico. She's been inked by Pedro Galindo, a top producer, to play in a pic for \$2.910.

Burton Inks Andrews Sisters: Maps TV Show

Hollywood, Nov. 3.

Artists, as well as the Associated Actors & Artistes of America, may soon have an efficial opinion on the legal validity of the ukase of American Federation of Musicians president James C. Petrillo that no musician need join any other union to work in any branch of the entertainment field.

cntertainment field.

The National Labor Relations Board in Washington last week sifted arguments on a test case which had the AFM and the American Federation of Television & Radio Artists battling it out on the question of whether a staff announcer is a musician, but doesn't play a musical instrument on the show in question. Gabber is covered by an AFM contract on KEX, Portland, Orc., but he performs chores that should ordinarily go to a member of AFTRA.

An NLRB ruling would pave the

on a member of AFTRA.

An NI.RB ruling would pave the way for a settlement of disputes now flaring between the AFM and AFTRA coupled with AGVA.

AGVA last week sent a letter to Petrillo putting the AFM on a 60-day botice of cancellation of the agreement defining the pursidiction of busical acts. AGVA said notice was given because of frequent violation of that pact by the AFM. At the same time, AFTRA is tiffing with the union on the same score, holding that musicians are being used as dramatic or singing personnel and as such should belong to AFTRA.

The KEX case is regarded as

long to AFTHA.

The KEX case is regarded as being a deciding factor in both the AFTRA and AGVA fends with the tooters union, At this point legalites feel that Petrillo pulled a boner in electing to go into this particular case, since the use of an instrument is not involved, and the diameted amounted with the base. disputed amouncer's dutles have nothing whatsover to do with his heing a musician, which seems to be incidental in this case.

A ruling in favor of the 4As in this case would help AGVA con-siderably, since it's likely that its dispute with AFM will ultimately dispute with AFM will ultimately wind up in the courts. AGVA attorneys Silverstone & Rosenthal originally wanted to go through the courts when the issue first came up several years ago, flowever, the timilatly of the AGVA administration at that time prevented the legalites from doing so,

VAGABONDS SMASH ALL RECORDS AT PITT VOGUE

Pittsburgh, Nov. 3.

Pittsburgh, Nov. 3.

Cafe package headed by The Vagabonds and including Maria Neglia and dance team of Brandow & Condos is timbling all attendance and money records at Vogue Terrace, 1,100-seat theatrestaurant near East McKeesport, about 15 miles from heart of Golden Triangle. In nearly 10 years room has been open, it's had some sock attractions, but none like this.

Vagabonds opened Oct. 19 and

none like this.

Vagabonds opened Oct. 19 and close this Saturday night 171, and it's been SIO night after night. So much so that extra dinner shows have been added on weekends, and in addition, management has even gone in for a Saturday matinee at 4 o'clock; something that's never happened at Vogue Terrace because it hasn't ever been necessary.

Their last time here, over a year

Their last time here, over a year ago, Vagabonds also did a land-office business, but it was peanuts compared to the results of their present stand.

AGVA Starting Drive To Line Up New Orleans Spots

New Orleans branch of the American Gulld of Variety Artists has started a drive to sign spots in its jurisdiction to minimum basic agreements. Lou Simolov. of the national office in New York, has been dispatched to that city to aid Bill Eastwood, branch manager, in organization.

Hollywood, Nov. 3.

Bill E Burton signed a contract to take over the personal management of the Andrews Sisters and set up plans for a new TV show. At the same time, Burton is arranging a tour of nitery dates which will not interfere with the trio's television appearances.

Eastwood, branch manager, in organization, Union will concentrate on the multitude of strip spots in the town, which have been largely left untouched. This town is regarded untouched. This town is regarded as one of the most difficult organizational problems in the field.

Goetz Goes O'Seas To Step Up Troop **Show Programs**

Washington, Nov. 3.
Col Joseph E. Goetz, head of Armed Forces Professional Enter-tailment Branch, planes to Europe tomorrow (Wed.) for meetings on plans to step up live entertainment tor troops abroad. He will huddle with Cal. William Bailey, his coun-terpart on the continent, in Wies-

terpart on the continent, in Wiesbaden.

The European command books its own shows for the continent, North Africa and Iceland, frequently buying foreign acts to supplement the home talent it imports. Goetz was invited over lowever, to advise on and to sit in on blueprinting of plans for stepped-up activity. Situation has not been as acute as in the Far East, where truce-ridden troops are clampring for more entertainment.

transportation details.

Eight units will fan out to the Eight units will fan out to the five strategic areas currently housing American troops to bring Yule cheer. Three are skedded for Kopea, two for Europe and North Afface, and one each for Alaska and the Northeast Air Command (Greenland, Newfoundland, and tecland) Except for the traditional Metro troupe, headed by Keense Way and Walter Pidgeon, no. Metro troupe, headed by Keen Wynn and Walter Pidgeon, no mes have been released as yet.



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Finlay \$3,650, Regina

Regina, Sask., Nov. 3.
Scottish comedian Alec Finlay and his troupe drew 1.620 customers to Exhibition Auditorium here last Tuesday (27) for a gross of \$3,650. Tickets sold at \$2.50. \$2 and \$1.50.

and \$1.50,
Finlay's unit includes Will Starr,
accordionist; Evelyn Holmes, soprano; Alfred Lowe, baritone;
Rita Andre, vocals and comedienne; Jiminy Burns, piano, and
Neil Kirk, b.c.,
Finlay, were becomed:

Neil Kirk, b.c. Finlay was brought here by George Crawford of Regina. It was the unit's second annual appear-ance ii the city.

Threaten Padlock Two Hub Burleys

Boston, Nov. 3 On the heels of the arrest a on monepaining of plans for stephed-up activity. Situation has not been as acute as in the For East, where fruce-ridden troops are clamoring for more entertainment.

Goetz will remain overseas for two weeks, returning in time to take change of final stages of planning for the annual USO Christmas nunkets and for embarkation of the truth from Hollywood. He sets up shop in Hollywood Dec. 11 for a week of briefing and orientation before takeoff time Dec. 18. Lawrence Phillips, USO prexy, also makes his stand on the Coast at the same time to supervise his organization's role, and Navy Lt. Com. If It. Bishop will oo, actual transportation details.

Arrests were made following alleged complaints to the police, who spent several days in the theatres shooting 16m films of the who spent several days in the theatres shooting 16m films of the
femmes in action to bolster their
case. On the other hand. City
Censor Walter Milliken pointed
out that he makes frequent visits
to each theatre and had seen nothing terribly wrong or of a filthy
nature on recent visits. He did
admit, though, that on several occasions he bad warned the femmes
and management to tone down
their performances, an edict that
was always obeyed.

As for the strippers, they were
reportedly "highly indignant" that
their "art" should be tabled
"fifthy" and, after posting \$500
hail for a court appearance this
week, rushed back to their respective theatres to give the customers an eyeful.

Operators of the two houses,
Frank Bagel and
May Michaels, were also haled into
court, with hearing continued till
Friday (6).

More Play Time for Wirtz 'Revue' Than Ever Before

The Arthur Wirtz "Hollywood lee Revue" will have more playing time this season than ever before. Layout has been booked into March of next year and possibilities are that several extensions may be tacked on to delay the season's bowled. son's bowout

son's bowout.

Show which winds up today (Wed.) in Indianapolis, is slated for St. Louis, opening Friday (6); Omaha, Nov. 17; Milwaukee, Nov. 24; St. Paul. Dec. 8; Chicago, Dec. 25; New York's Madison Square Garden, Jan. 14; Detroit, Feb. 5; Cincinnati, March 2; Springfeld, Mass., March 12, and Philadelphia, March 19.

Show is topped by Barbara Ann

Show is topped by Barbara Ann

Spike 26G, Frisco

Spike 2003, Frisco
San Francisco, Nov. 3.
"Spike Jones Musical Insanities of 1953," at the Curran last week in its second stanza, racked up a nice \$26,000.
Previous week hit \$20,000.

AGVA Gives Suspended Fines on Hub Radio Show

Boston, Nov. 3.

Boston, Nov. 3.

As result of taping a radio show for the local Red Feather campaign without authorization of AGVA, seven members were handed suspended fines of \$100 and put on probation for one year. Performers were under the impression that clearance had been obtained for the session and it was not until the day following that local national rep Ralph Morgan revealed that no request for an okay had been received by his office. However, figuring that the performers acted in good fath, assuming that clearance had been obtained, the executive board held the fines in abeyance and further agreed to okay a Red Feather fund-raising show if requested by the campaign chairman.

Performers involved were Don Dennis, Larry Storch, June Valli, Jerry Vale, Pat O'Day, Jan Strick-land and Larry Marvin.

Puerto Rico Pitch For Greenfelters

Puerto Rico will make a heavy pitch for the tourist trade via the casino route. Overtures bave already been made to some bonihe install gueenfelt setups on the island. Bill Miller, operator of the Riviera, Fort Lee, N. J. and hooker for the Sahara Holel, Las Vegas, has been approached to manage a deluxe inn. Miller, now in Las Vegas, is still to make up his mind on the venture.

One of the obstacles in Miller's

his mind on the venture.

One of the obstacles in Miller's way in acceptance of the PR offer is the postponement of an injunction hearing in Hockensack, N. J. Miller is attempting to enjoin the N. J. Highway Commission from cutting off the entrance to the liviera. Original hearing, slated for last week, has been postponed until after the election, possibly two more weeks.

Miller intends to ask that the

two more weeks.

Miller intends to ask that the entrance to the Palisades Interstate Parkway, now under construction, he shifted a small distance from the entrance now contemplated, so that prospective patrons will be able to get onto the Riviera acreage. At the present time, the roadbuildness are virtually ready to seal off access to the spot.

Fleckles Bags Big St. Loo 60G Circus for 3d Time

Chicago, Nov. 3.

Chicago, Nov. 3.

L. N. Fleckles bagged the juicy Police Show plum in St. Louis, annually the largest indoor circus in the world. Show is slated to play the 17,000-seat St. Louis Arena trom April 29 to May 9, at estimated cost of \$60,000, with 80 acts engaging roughly 250 performers. It's the third time the show was awarded to Fleckles.

Also: hidding were reps for

Also hidding were reps for Barnes & Carrothers, Arthur Wirtz, Associated Booking Corp., Ernie Young, Reginald Voorhees, Vie Brown, Tom Pæks and Frank Wirtz, among others.

Vaude in Manchester Again After Two Years

Manchester, N. H., Nov. 3. Vaudeville is coming back in

Manchester.

The Palace theatre, oldtime pic and vaudeville house, resumed stageshows Oct. 31 after a two-year lapse. Films were also on the program.

The theatre is owned by the State Operating Co., which also runs Manchester's pic houses.

Barstow's Hefty Sked

Hollywood, Nov. 3.

Busy winter season is in the offing for Richard Barstow, currently directing choreography for the Judy Garland-James Mason starrer, "A Star Is Born," at Warners.

Warners.

From there he goes to N.Y. to direct dances for General Motors' "Motorarga" in January and a month later to St. Louis for a similar chore on "Symphony of Fashion." After that he moves to Sarasota, Fla., to direct the staging of Ringling Bros.-Barnum & Bailey Circus for the sixth consecutive year.

AGVA May Yank L.A. Statler Acts

Hollywood, Nov. 3
AGVA will yank all its acts from the Statler Hotel when the Dorothy Shay date winds this week, if management hasn't signed its minimum hasic agreement by then. The union has already told MCA, agent for Nelson Eddy, booked to follow Miss Shay, of its action, and is also notifying other talent agencies.

Coast rep Eddie Rio said the Statler has passed the buck on inking the agreement to its N. Y. office, but that the union has failed to get any response either here or

fice, but that the union has talled to get any response either here or in Gotham. Consequently the drastic action is being taken.

AFL Central Labor Council okayed the action, and is considering a general strike against the Statler. Rio said. Agreement AGVA seeks includes the \$2.50-per-week per performer insurance clause.

Biggest Show' Offish 12G For 2 Pittsburgh Dates

For 2 Pittsburgh Dates
Pittsburgh, Nov. 3.
Single-night stand of "Biggest
Show of '53." with Nat (King) Cole,
Sarah Vaughan and orchs of Ralph
Marterie and Illinois Jacquet, last
week was a little disappointing at
The Gardens. In two performances
at the 6.000-seat sports arena, attraction did around \$12.000, playing to under 4.000 at the early
evening show and less than 2.000
for the midnlighter.
One performance would have
been more than enough, and
Gardens just managed to get little
more than an even break after the
heavy advertising outlay and exploitation. It's believed the top
stars have been around too often
lately, and Cole played a nitery
engagement in Pittsburgh only a
few weeks earlier.

Howard Subs Mulford

Don Mulford, head of the San Francisco office of Music Corp, of America, has resigned. He'll be succeeded by Merle Howard, who has been in the Frisco branch for some years.

Stevens' Indie Booking

Chicago, Nov. 3.

Dick Stevens, longtime small units booker for Music Corp. of America here until he ankled the company last July, went Indie last tractions exclusively. Earlier attempt at independent operation was snagged by the musicians union local, which will no longer license agents who do not hold musiclans' cards.

Etdue Silgh,

Seattle Showbox Dates

Guy Mitchell opens at the Show-box here Nov. 12 for a 10-day stand, to be followed by the Mills Bros., Nov. 25 through Dec. 5. Norm Hoagy orchestra continues for backing of acts and for terping.

AGVA Stands Aside in Adler Sands Nixing

The American Guild of Variety Artists disclaimed responsibility for the collection of three weeks' salary for Larry Adler at the Sands Hotel, Las Vegas. Harmonica player had been cancelled out of the inn because of a protest of an American Legion official, on the ground that "Adler never made satisfactory answer to Red charges."

AGVA execs stated that Adler had been booked into that spot on a contract form issued by the American Federation of Musicians and therefore it's up to that union to collect the salary, AGVA said that according to facts in its possession, Adler wasn't fired for good and sufficient cause, and therefore under its rules union would demand payment for the face value of the contract, but jurisdiction doesn't apply here.

Adler has pointed out that he has been cleared by the Supreme Command of the U. S. Army when he was given an okay to entertain troops in Korea as recently as 1951. He also cited the fact that he filed a statement in Federal Court in New Haven in 1950 in which he declared that he had never been a member of a subversive group nor had any Communist leanings. Statement was made during the libel suit he and dancer Paul Draper instituted in New Haven against a woman who charged that the pair had leftlst leanings.

GAC Signs Brooks

GAC Signs Brooks

Norman Brooks, who opens at the Copacabana, N. Y., Nov. 19, has signed with General Artists Corp, He had been agented by Baum-Newborn.

Roy Cooper, Montreal booker, remains his personal manager.

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SETH BABITS MERCURY ARTISTS WING LASSNER

European Ice Shows Now Aim for U.S. Savvy; Henie's Mixed Grosses O'Seas never dry. While it's factual, it's affectionate; while the research on

European ice shows are now aiming for American showmanship, according to Morris Chalfen, producer of "Holiday on Ice" and "Ice Vogues," who returned from the Continent last week. Chalfen says that there are many good shows in Europe in operation. There have been some with hundreds of skaters, but these layouts offer little motion, Chalfen said, and consequently when American shows move in a new standard of action is achieved.

Since the large U. S. shows have moved In, leers started to disap-pear in some countries. He cited the German diminution from seven

pear in some countries. He cited the German diminution from seven traveling tank displays in 1946 to one show at this point. There are two shows in Holland, and leers play sporadically in Italy, France and other countries. Europe, he feels, may have better skaters, but American showmanship is superior to the European brand.

Chalfen now has a show in Paris with Jacqueline Du Bief topping. This layout will also play Nantes and Toulouse. A company of "Holiday on Ice" is now in Tokyo. Show has a permit for 91 days and is attempting to get an extension because business is excellent. Troupe is now playing the Korakoen stadium, and will then travel to Osaka, Nagoya and Kyoto. Following Japan, blader will move into Manila.

Chalfen returned to this country.

Manila.
Chalfen returned to this country
to start work on the Sonja Henie
Ire Show, He'll set up "tce
Vogues," which will open without
Miss Henie, Jan: 30 in Richmond,
and Miss Henie will take over later in the year, and play territories in which she never appeared pre-

viously.

Miss Henie has had mixed grosses on her European junket. She did okay in Paris and London, and mopped up in Stockholm and Oslo. In London- Miss Henie did \$210. 1000 in seven weeks. Paris coln was \$162,000 In two weeks, according to

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WHEN IN BOSTON It's the HOTEL AVERY

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Chalfen. At Dortmund. Germany. Miss. Henie scored \$42,000 in 10 days. Gross in Berlin was \$42,000 for 10 days. In Stockholm. Miss Henie performed on the Royal Tennis Courts, which were flooded. She played to 302,000 people for a \$160,000 take. In Oslo, Miss Henie in 32 days did \$580,000. She'll return to the U. S. in time for a Feb. 2 stand at the Sahara Hotel, Las Vegas.

Stripper Wife No. 1 Wins Round No. 2 in Far West 'Battle of G Strings'.

Portland, Ore., Nov. 3. Arabella, stripper at the Star Theatre and ex-frau of John Becker, has won the first two rounds in the "Battle of the G String.

On Oct, 15, Becker's ex was billed, as John's "Other Wife" at the Star, which is a rival house to Becker's newly-opened Capitol spot. Becker, now married to a younger stripper, Tempest Storm, was fined \$20 in municipal court for disorderly conduct acceptly. was fined \$20 in municipal court for disorderly conduct recently, when he did a little swearing at the femine when the two accidentally met in a local beamery. When Miss Storm arrived here last week to play a three-week date at the Capitol, sie and Becker signed a complaint against Arabella, asking for a sanity hearing. The femme went off to a designated hospital for a five-day observation. Last Tuesday (27) she appeared

Last Tuesday (27) she appeared before Circuit Judge A. C. Dickson for her hearing. The court room was jampacked. Two top psychiatrists put the femme thru a series of questions to find out if she was "dangerous to others" as the Beckers stated. They said she threatened them, wrote them filthy letters brake into their amartner. letters, broke into their apartment, and once tried to commit suicide, and once tried to commit suicide.
After a lengthy word battle, the
first psychiatrist stated that Ara-bella was not insane, "but she cer-tainly needs some one to discuss
her problems with."

The second psychiatrist told the dge "she just gets awful darned ad. I don't doubt but that she's violent toward him, but that doesn't mean she should go to a state hos-

Judge Dickson agreed and told Becker and Arabella "somebody's going to have trouble if you don't stay away from each other . . . lt all stems from jealousy—as dangerous as a cancer."

The insanity hearing got a front-page spread with pix in the local papers. The tirst round had also papers. The first had a hig spread.

CHI PALMER HOUSE SHOW ALLTIME RECORD DRAW

Chicago, Nov. 3.
Current long-running production at the Empire Room of the Palmer House here so far has broken all previous records for summer bz. and is expected to shape as the all-

and is expected to shape as the all-time overall drawing card in the room when it closes Nov. 18, after a 16-week run. Bill headlines George Gobel, who signed the con-tracts with producer Merriel Ab-bott shortly before he became a hot property with NBC as result of his appearances on "Saturday Night Revue" last summer. The show, therefore, has a top-drawer attraction who was bagged very nearly for a song. House

very nearly for a song. House picked up the eight-week option ofter socko returns for the first two months.

Joe Laurie, Jr.

affectionate; while the research on it has obviously been exhaustive. It is absorbing from cover to cover. It's loaded with likeable but treated nicely by Laurie—and it's checkfull of laughs with and about as charming a class of people as ever were involved in one trade.

More than half of Laurie's book is told in his "Letters from Lefty" form, the basis of many of his columns for Variery. In this manner, Laurie runs the gamut of every type of act that ever graced the vandeville boards, from the carliest days of the honkytonks and tree-and-casies up through vaude's death rattle in the early "30s. Vandeville had a shoddy birth around 1870, according to Laurie, and a shabby death when first the large picture houses destroyed the intimate atmosphere of variety entertainment and then talking pietertainment and then talking pienecessity undermined the for vaude in most theatres

Laurie walks you through vaude-ville's history with the great dumhacts, animal acts, the single women, sister teams, blackface acts and the fact that so many hams writ into cork to hide their lack of talent, family acts and that special group that Laurie considers vaude's royal family, the monologists. The fact that Laurie limself was a crack monologist possibly colors his opinion but he does give valid reasons why the J. W. Kellss, Jim Thorntons, J. C. Nugents, Watter C. Kellys, Julius Tannens, Chic Sales, Doe Rockwells, Taylor Holmes thefore he went legit) and others of that stripe, without makeup or props and just their giff of gab and ad lib, were the supreme in talent and entertainment. Laurie walks you through vaude cutertainment.

lib, were the supreme in talent and cutertainment.

In the book's latter half, Laurie goes biographical on many of vandeville's tycoons. It is in this portion that the book is loo compressed—or, as Laurie put it, he rail out of space—with the result that the complete picture of the men and their operations, some of them known to be exceedingly ouestionable, is missing. However, there's no doubt that a factual rundown of vande's early business operations and chicanery would be pretty dry reading for the entire lay public and probably for much of the trade itself, so Laurie was perhaps shrewd in boiling down the typewriter sketches of E. F. Albee, Martin Beck, J. J. Murdock Marcus, Loew, Mike, Shea, F. F. Proctor: William Morris, Perry Williams, Alexander, Pantages, William Fox, et. al. Marcus Loew, Mike ! Proctor: William Mo Williams, Alexander William Fox, et. al.

William Fox, et. al.

Just enough of the history of the White Rats and their disastrous 1916 strike; the National Vandeville Artists, the company mion set up by Albee to supplant the Rats; the show biz clubs like the Comedy, Green Room, Friars, Lambs, etc., is given to round out the vandeville picture. And to cap it off, Laurie includes sample acts of the time that are gens of reading—such as the dramatic sketch, the "double Dutch" act, the "double wop" act, the "Jew and the Straight," etc.

And for those who have long

And for those who have long memories and fond dreams, Lau-rie has named, on the book's dust jacket, his all-time ideal straight vaudeville bill:

Joe Jackson ("The Funniest Cy-clist in the World")

Doyle & Dixon "Classy Danc-

Frank Keenan & Co. "The Vin-Will Rogers ("The Greatest of 1 Topical Talkers").

Nora Bayes & Jack Northworth "The Top Singing Couple in America").

Intermission

Burns & Allen ("Lamb Chops") Bert Williams "The Greatest of Il Negro Performers").

Imhoff, Conn & Corinne "The

Imhoff, Conn & Corinne "The Pest House").

Smith & Dale (Avon Comedy Four) 'Dr. Kronkheit" or "Hungarian Rhapsody").

Willie West & McGinty "The Comedy Builders").

There will be many who will not consider this the best show of all time; there will be some who will proceed the omission of voice chelstone. time; there will be some who will recent the omission of some cher-ished act, but nobody can deny that Laurie's vaude bill would have been sock entertainment—as is the book itself. Scho.

N. Y. Par Vaude Fade Blamed Chiefly On Failure to Build Own Talent

surrounding the vande stoppage at the Paramount Theatre, N. Y., boils down to the fact that theatres haven't been able to develop their own talent for many years. The Par is dropping vaude as a regular feature following the show topped by the Ames Bros., which opens today (Wed.), House will occasionally put in spot shows. For example, theatre is eveing Julius LaRosa as a Christmas-New Year's stageshow lure. Deal is still to be

made.

Fallacy of using a consistent diet of record names is now apparent to the second gnessers. The diskers were cood for the matinee crowds, but didn't sit too well with the evening andicinces. Without the higher-priced trade, a house just ean't make out, it's felt.

can't make out, it's felt.

However, the same showmen realize that the house management had little choice in the matter, with picture companies and stock-holders demanding immediate return, there was little tendency to gamble on talented newcomers. Performers had to be bought that could bring in coin at the bo.

could bring in coin at the bio.

Record mones seemed to have a strong pull for a while, but the vein of names ran out and theatres were left without mything else to fall back on except the very high-priced echelon of film names. In horner years, the Par would book a potential simultaneously with a longrunning ple, and if a chek would ressign him at an upped from the Tios way, the Par hall its own stable of regulars which soon developed into top fodder.

Fallacy of relying solely on disk

Fallacy of relying solely on disk names is also seen by the lact that too many of them were mones betore they were passable per-formers. Most cheked only the first time at the theatre, and some didn't draw on the second time around. around.

Nitery names were better for the theatres, according to consen-

sus of opinion. The cate performers brought in more evening business but they were more difficult to get into a theatre. The ultery names had become accustomed to two shows nightly, and sometimes a third if necessary.

Now, showmen are commiserating on the fact that the Par's abandonuent of stagers as a regular part of its entertainment, deprives Broadway of a band and

abandonment of stagers as a resolution part of its entertainment, deprives Broadway of a band and act showcase. To the hard-hit Independent agents, it was more than that. It was a spot where a buck could be made.

To the indies Par's stageshow to the cafes playing disk names. They feel that these spots would be better off trying to develop entertainers who can stand on their own without the aid of disks. Otherwise, it's felt, these niteries will find themselves in the position of having put in a lot of money and effort on performers good only for one showing.

Harris Exits Kilby To Partner With Kent in Fla. Agcy.

Miami Beach, Nov. 3.

Miami Beach, Nov. 3.

Bill Kent, for many years an under agent, and Sid Harris, who just dissolved his additations with Harry Kilby, have partnered in the formation of the Kent-Harris Agency, new tident from started operation Monday (2).

Kent, who has been operating part of the year from New York and then going to Florida for winter dates, has been president of Artists Representatives Assi, for the past 14 years, Harris, an extradepaper reporter, has been advarions times with the William Morris Agency in Chicago, Mutnal Entertainment Agency, also Chi, and started percenting in Florida three years ago with the Frank Sennes office. He severed relations with Kilby a short time ago.

Hitting a New High In Show Business

with Special Songs

Smart Wardrobe

New **Musical Settings**



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"The Musical Madcap"

- With ALEX STUDER at the Piano -

Thanks to Harry Calevas, Danny Graham and all others responsible for making my recent engagement so happy and successful at the Hotel Radisson, Minneapolis.

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Crestview 4-1918

Mirth of a Nation Mindreader

A Class Act for Class Spots

TOWN CASINO Buffalo, N. Y.

Ask Dick Henry, 1733 Broadway, New York



Le Ruban Bleu, N. Y. Nino Nanni, The Toppers (4 Rita Dimitri, Mickey Ross & Berrie West; Julius Monk; Norma Paris 3; \$3.75 and \$4.75 (Fri Sat.) miniacum.

The Tony Mele tribe has a good show lineup at their Ruban Blen even though the boniface has been on the lam on a Roman holiday, with Al Mele now operating the downstairs. Theodore's restaurant, and Lee Mele now at the door of the upstairs bistro. Spot remains, one of the two standout intimate boites in Gotham, the other being the Blue Angel, although several have come and gone in between.

gone in between.

Answer, of course, lies in the show quality and general hosting, so much so that even the now instal indeed for the Friday-Sat, semester is no deterrent. Conferencier Julius Monk, he of the very proper "British touch" to the proceedings, continues to pace the slick show, of which two are returners and two first-timers at this spot.

pindings and two first-timers at this spot.

Pianologist Nino Nanni, said to be a native New Yorker, is a competent performer at the Steinway with a soeko boogie-woogie style, a 'savvy manner in some song selections, and averboard on the Dwight Fiske influences in another. That "GP" routine would have been all right if he didn't spell out the clinical aftermath of "Lida In 'Italy" Equally unsubtle, and sometimes bordering on the uncomfortable audience values, was the indigo "Capt. Kidd" numrtable audience values, indigo "Capt. Kidd" numwith its Jorgensen overtone ch, in Itself, is now even more d than Kinsey and Jelke jokes.

Lida in Italy "Equally unsubtle, and sometimes bordering on the momofortable audience was the indice "Capt. Kidd" number, with its Jorgensen overtone clasted than Kinsey and Jelke jokes, thich, in Itself, is now even more lated than Kinsey and Jelke jokes, thich, in Itself, is now even more lated than Kinsey and Jelke jokes. On the other band, while his insied ode to a "Boy" Isn't advocated as the barometer of saloun congologs, it was a compelling and circulated the barometer of saloun congologs, it was a compelling and circulated the other stuff made for a drame routine indeed. It's discionted and a contraligation of calues. Nanni should make his nind somewheres on middle ground. He's an arresting personality, with an sa, value for the femine trade. His New Orleans boote evaclade is effective; not so is the opening Hoacy Carmitchael "San Francisco" number. If he's inclined to that stylized songsmith's piano manner, there are other more effective exists of the more different plush parameters. The Tomers are a male ouarlet with a versatile blend of paphakum and neocencer values. They swing from the old Harry Raby travesty on college songs. "Tannenbaum," to "Wish You" in a legit blend of fine harmonics, capped by a lokum "Rye Whiskey" and "Something for Nothing" rout in the frame of the bistro belt, but vidence fine vocal harmonics of cent schooling. Rta Dimitrally cought in beit throwway stuff about name streament with professional knows of the first my defined the very said as the first my declaration of the stream of proportion," at in Los Verys, and in the lobby between shows, to be a stream of the part of locker commercials has been part of the up-to-the-minute in heir throwway stuff about name streament with the get-minute in heir throway stuff about name streament with the get-minute in heir throway stuff about name to the bistro belt, but one with the get-minute in heir throway stuff about name to the professional knows the professional knows the professional knows the professional knows the professional

ed by the becomen-a torner.

L' Trio are a solid-heir own, not only dint show accomp sic mastro's own flication Paris has the Calumbia plating a lighter repertoir Ruban B (u is a go se for him, in betwee d broads a ting chores. Ber reperforce so that Beu is a good home-im, in between disking a ling chores. Abel.

Hotel Adolphus, Daties

Dailas Oct 2) gusto t Dailas Oct 2) or two Oct - Milliam Cagardia Sam R Corris Rob. He w Wald Or h 9 = \$3 cover.

Lauritz Melchior with a tidented costume's Der to as an a sist in his fifth bistro okay support.

outing this year, is a happy choice for the local hospice's opening of another now-and-then "name" season. 'Reception of the Great Dane & Co. by a sellout Century Roomerowd opening night '30) infers heavy b.o. for all 10 nights here. Heavy palming greets the bulky tenor at walkon, and there's no diminution throughout. Mitting builds as troupe takes the middle road in tune choices—a "musical smorga-sbord" announced by Melchior in his between-tunes quipping.

smorgashord announced by Meichior in his between-tunes quipping.

Addience affinity is clinched
from his opening "You Are Love."
Company inserts two Jerome Kern
evergreens, a brace of Sigmund
Romberg's "Student Prince" pennings. Girl-boy duet of "A Fine
Romance" sells with duo's byplay.
Soprano, after costume change to
strapless gown, ups males' pulse
with a pair of pops ahead of her
top piping display with Musetta's
Waltz from "La Boheme." part of
the longhair stuff promised by
accompanist Roth precedes the
tenor's sock solos, "Because" and
Grieg's "I Love You."

Serioso, "Vesti la Giubba," with
the Dane in Canio's clown suit, is
an ovational closing of the 45-minute segment.

ute segment.

Hermap Waldman orch ably assists Roth in showbacking and is a fifth-year fave of this room's terp patrons.

Bark.

Mt. Royal Hotel, Mont'l

Phil Spitabey Orch (17), starring Evelyn, featuring Rose Marie, Glynn, Lolita and Lonise; \$2-\$2-50 cover.

Bimbo's 3355. S. F.

San Francisco, Oct. 23

Felo & Brao, DeMattiaris (2)

Felo & Brao, DeMattiaris (2)

Felo & Brao, Demotion Dance (2)

Felo & Brao, Demotion Dance (2)

Felo & Brao, Demotion Dance (2)

Perhaps not so deminutive as she was as a pic attraction a quarter of a century ago. Erft D'Orsay still packs a sexy air and Gallic sophistication in her singing-clowing turn at this flossy room in the heart of Frisco's "Little Italy."

The French-Canadian chanteness brings a Place Pigalle rather than a George Cinq air to North Beach. She whams across nostable mimbers from the Chevabler era and "If You Want to See Paris." from her 1933 Crosby film. Also a leesing "Foudin", Firssin' and Fightin' served up in Eronch. The wrapup is a heetic "Cest Si Bon."

Mile D'Orsay keeps a thickly accented patois running between mombers as she prances around riggide, Edding and stealing an occasional kiss thou-the tab-payers. The hall elworking madamorselle's voice is har hand guity cather than Unicide, lim pint-hammering customers seem to love the carthy Left Bank atmosphere she generates.

Flamingo, Las Vegas Las Vegas, Oct. 30

Guy Nitchell, Mary McCarty Barbara Perry, Dupree Trio, Sey mour Felix Line (14), Bette Lynne Karolee Kelly, Billy Roy, Joe Ant man, Torris Brand Orch (10); ne cover or minimum.

There's plenty of vitality coming from the Flamingo environs in persons of Guy Mitchell and Mary McCarty, and if word-of-mouth okays go bouncing along the Strip, the big room should have fine big for a fortnight.

siccarty, and it wore-of-moutookays go bouncing along the Strip,
the big room should have fine big
for a fortnight.

Mitchell's push from platters to
pix is a great help out where the
marquee glows. Onstage, where
he is face to face with a wide collection of auditors, the going is
good and steady until definite
wrapup at finish. Mitchell abounds
with energy, and seems to like his
job and the people he is singing
for. The twang of cowpoke plaintings edges most of his tunes from
"My Truly Fair," through "You,
Yon, You," "Pawnshop on the Corner," "She Wears Red Feathers"
and "Chick-a-Boom." Easy manner,
with big grin helping to sell, puts
the youthful warbler in the money,
as he stops to cleat out a brief.
"Tea for Two," and in vein of nostalgia rambles through a medley
of oldies. A topnotch job is
unduled in "Sorrento," with an
out-and-out return to guitar and
saddle on "Too Late" for rousing
exit. Joe Antman has downbeat
chores from the 38, and whips the
Torris Brand orch along nicely.

Miss McCarty tosses in her comedy cuties from left field after a
legit "Who Cares" starter. From
a good establishment of humor,
she goes clowning along a showstopping route that includes "Gotta Stay Sober Tonight," "Two Bits
a Dance" and "Fiaming Youth,"
with hilarious insert of silent
flicker mining, and closing collection of various nitery singers.
Billy Roy provides the digiting on
the keyboard, collaborating neatly
with the McCarty session.

Seymour Felix continues his
lively sorties from previous frames,
utilizing the rambunctuous "Hollywwood-Vegas" opening; Barbara
Perry's well-turned "In a Country
Gorden" with the male terpers;
"" Trio's flashing Afro-Cuban
ke mong the line of 10 femmes,
and onickie intros by showgals
Bette Lynne & Karolee Kelly with
a strip idea running gag. Torris
Brand heat to

Bette Lynne & Karolee Keny Street Lynne & Karolee Keny Str

Las Vegas, Oct. 29.
Nejla Ates, Margaret Phelan,
Marcels (6), Shan Vaer, Kathrun
Duffy Dansations (6), Patricia
Peter, Barney Rueliags, Al Jahns
Orch (11); no cover or minimum.

Ususual combination pairs saucy sophisticate Margaret Phelan with sexy undulate Nejla Acts for a month's comeon. Off-beat lures for this nitery should keep the casino in chips chips,

with her navel maneuvers. Tiny Turkish delight makes no hones of her ercumhocutions and sexy teharms. After warming up, she tosses away veils to reveal practically all in the bosom division, but with unabashed fervor and flavor of Eastern terp authenticity, hats away the "teh, tehs." After a ringside belly exercise tour that fails to excite too many cheers along that section. Miss Ates resorts to monotoning a Turkish time, "Usku Dara," and wraps herself up in a searf dance for a rhythmic Latino finish. Dinner crowd here is made up mostly of family junketers, with moppets included in on the parental spree, so reception will be light for the Afes' exhibits during the early imning.

Miss Phelan may be miscast at the Disharded by the hearts are the second of the property of t

flips into three highs are tops, and gal revolving a two-and-a-half back somersault into a chair perched on her brother's shoulders is a terrif flash windup for salvos.

her brother's shoulders is a terrii flash windup for salvos.

Shan Varr's foray into East Indian terp fare is colorful and exciting. His glittering, overly-accentuated makeup is an orb snatcher, along with fluttering hand movements. He is 'aided by the Kathryn Duffy Dansatjons in one of their best ensemble displays' to date. Line also whirls gracefully to "Masquerade," spotting Patricia Peters' -ballet rounds, and holds contrast in bluesy, moodful "Black and Tan Fantasy" curtain-ralser. Al Jahns orch weaves neat musical measures throughout, with Barney Rawlings' efficient emcee intros doubling with production warbling.

Riverside Hotel, Reno

Reno, Oct. 29.

Anna Maria Alberghetti, Wiere
Bros., Riverside Starlets, Bill Clif-ford Orch; no cover or minimum.

Anna Maria Alberghetti is a wonderful mixture of wide-cyed, adolescent eagerness and ladylike poise. The pale, browneyed teenager is dressed simply, usually in short, widenecked gown with maybe a single strand of pearls for choker. Short hair is in little girl cut, not severe but just a few self-administered curls around the edges.

But then with direct gaze and complete assurance she makes you

administered curis around the edges.

But then with direct gaze and complete assurance, she makes you forget the age as she easily works over "Ciribiribin," or the "Italian Street Song." At her prettiest when the notes would seem to come hardest, she runs her voice beautifully at full strength or sighing whispers.

Miss Alberghetti has only a few words to say and saves these until beginning of encore, introducing her mother as accompanist. She is assisted by the Revelers, three men and a girl, on "Street Song" and "Smoke Gets in Your Eyes." The voices are first heard before the group is seen, on opening number, and this lends nice effect. For the startest in "peasant" cost was to dance around her, framing the singer in closing bars. She also tries her hand at "pop" for approximately the same results as any other singer of this type, except that her youth saves her from looking ridiculous in the part. With a "Frankie Laine" treatment (modified to "Cheatin' Heart" she has the most success in this category. But a Rosemary Clooney treatment of "Botch-a-Me" misses as a closer. The lovely woice would leave a more pleasant memory with something done in her realm.

helinoy with some the only other realm.

The Wiere Bros. are the only other act on the bill and because of the length of time they're kept around, it's a good thing it was planned this way, Newcomers to their delightful comedy warm slowly but are issuing tear-streaming laughter midway on.

Tall Mildred Seymour plays the role of an ever-shocked but condoning accompanist. Mark.

One Fifth Ave., N.)

Ruth Clayton, Ray Hyson, Hazel Webster, Bob Downey & Harold Fonville; no cover or minimum.

Shamrock, Houston

Ted Lewis, Dorothy Loudon Mr. Chop Chop & Charlene, Joan Lowe, Delrae & Young Three Lewis Revue Orch; \$1.50-\$2 co.

ref.

Ted Lewis opened with a loud bang to a jammed Emerald Room at the Shamrock Hotel last Tuesday night 271 for a two-week stay that may break records.

From the smasheroo applause stampeding his first number to the last bowout an hour and a had later, the showman set a pace that was perfection and yet would have worn out many a younger performer. Although he was onstage almost every minute, picking any act up if it appeared to sag even a little bit, he never scenned to intrude himself into any of the other acts unnecessarily.

The complete evening belonged to him from start to finish and while the rest of the revue was pleasant looking and listening, the heart of the med was as always Lewis. Although he has a gob of good new material which the audience appreciated, it was the old numbers, the standbys, that brought the customers out of their chairs.

brought the customers out of their chairs.

Lewis went shuffling into dance routines with Joan Lowe, singing and dancing star; whipped into some frothy rhythm music routines with pretty Dorothy Loudon, of fine pipes, and even invaded the mystical precincts dominated over by Mr. Chop Chop and partner, Charlene.

Elroy Peace was his efficient "Shadow."

The meettre paced his show

Elroy. Peace was his efficient "Shadow."

The maestro paced his show beautifully, following the laughing mystic routines with a few of the old melancholy favorites. He clowned a bit to help Delrae & Young over a shaky bit of reception of their Oriental dances, and the crowd went along with it. He spun nostalgic webs with "When My Baby Smiles At Me," "Sunny Side Of The Street." "Just Around The Corner," "Smiles" and a flock of others that left the audience beating their palms long after he had made his final bow. Jedo.

Latin Quarter, Boston

Boston, Oct. 27.
Nelson Eddy with Theodore Parson, Gale Sherwood, Artie Dana, Rena Foley, Bob Conrad Dancers (12), Harry DeAngelis Orch (9), Zarde Bros. Trio; \$1 entertainment

Although Nelson Eddy admitted to being "extremely nervous" during his initial outing at the L. Q. the warm response of the ringsiders soon dispelled his queasiness, with the stint garnering the heftiest spontaneous mitting heard here in some time. His main fault at walkon appeared to be pressing too hard, undoubtedly the result of his years of concertizing, but as session progressed Eddy relaxed and turned in a topnotch stint of entertalnment. Lone flaw was the overworked "humility" gag, which has about run its course.

Giving the lyries a comie twist, Eddy baritones his trademark, Eddy baritones his trademark with "Shorthin Bread"; salutes his long-time accompanist, Theodore Paxson, with "Oh Theodore" sung to "Oh Toreador," kibitzes with the 88er while latter polishes off "Hungarian Rhapsody" and, teamed with lush thrush Gale Sherwood, duets the theme from "Moulin Rouge" plus several well-knowns of the Eddy-MacDonald era. Regarding Miss Sherwood, a triple-threat soprano, (looks, figure and voice-Eddy quips, "She originally had one song to do, but now it's got so that I'm flighting to get back in the act." She's definitely an asset and when she reappears, decked out in shorts, Indian style, for windup dueting of "Rose Marie" and "Indian Love Call," male segment gets an eyeful. All in all, it's a classy 30-minute stint with strong appeal to the middleage bracket eafegoers.

Artie Dann, who plays this room each season, handles the laugh segment with top results. Guy's line of chatter, much of it built around his outsized nose, is funny, and comie had no difficulty nabbing solid yocks. Rena Foley tees off layout with a sprightly sesh of ballet terping and the Bob Conrad dancers continue with three colorful, effective production numbers, Conrad emcees proceeding via off-stage announcing with Harry DeAngelis aggregation doing solid joh of musical backstopping. Zarde Bros, trio alternates with the house band for patrons' terping. perhaps not so distinutive as shown as as a pic attraction a quarter mal known as as a pic attraction a quarter mal known as as a pic attraction a quarter mal known as as a pic attraction a quarter mal known as as a pic attraction a quarter mal known as as a pic attraction a quarter mal known as as a pic attraction a quarter mal known and falls only the picture of picture

New Acts

RITA DIMITRI

RITA DIMITRI
SORES
20 Mins.

Le Ruban Bleu, N. Y.
Continental songstress has potentials for the more expensive from the Persian, Maisonette, Cotillion.

Empire and kindred renie. She is an authoritative chanteuse who medleys her stuff megish, French and Greek, rocks well, flashes a nifty chassis, and bespeaks of professional schooling despite her first-time force as a "New Act."

Opens with Charles Trenet's "Je chante" in French, goes into Cole Forter's "I Love Paris" from "Can-Can', and utilizes that for a Cook'stour-in-song with a neat pot-pourrif Gallie faves, thence "Misirlou" another "Can-Can' excerpt, and topped with a distinguished treatment of "C'est Si Bon," devoid of the hoked-up innuendos which the Eartha Kitt disclick have latterly indowed this now international hit. artha Kitt disclick have latterly adowed this now international hit.

Miss Dimitri is an attractive reduced who knows how to project her chansons for socko audience returns.

Abel,

MARJORIE GARRETSON (2)

MARJORIE GARRETSON (2)
Songs
30 Mins,
Hotel Radisson, Minneapolis
Cutting largely away from
naughtiness, veteran singing comedienne Marjorie Garretson, while
het entirely eliminating spice, has
visely tailored for the smarter
supper clubs and Tv the new act
which she unveiled here. The
hesh and original material provided by Mack Maurada, however,
clussn't stifle the exuberance, verve
and buoyancy which have stood
these many years. It affords her
full opportunity to parade her
recognized vocal and comedic
know-how. It also boasts enough
ap and sparkle to register strongly
with the customers, as purveyed
by the songstress.
In an eye-filling and stunning
painted gown. Miss Garretson
cxercises her pipes and indulges
in good-natured spoofing during
a succession of mostly humorous,
tuneful song sorties into such subherts as love and romance, while
her able accompanist-arranger.

perts as love and romance, while her able accompanist arranger, Alex Studer, tickles the ivories in support. On occasion she herself also takes whirls at the keyboards during her warbling. Outstanding among the fresh fare are "New York Cavalcade," a solute to current show hits and

fare are "New York Cavaleade," a salute to current show hits, and "The Broadway Hall of Fame," an extollation of feminine stars of to-day and vesteryear. The usual nostalgia isn't neglected, either, as Miss Garretson brings back such old favorites as "Bill Balley." Rees.

GEORGES BRASSENS Songs 35 Mins. Robino, Paris

obino, Paris
Georges, Brassens is a natural, his birsute, heavy set, bemousached young man has been catching on here with his self-composed ongs of life and love. His complete obliviousness of the aud, and hoonsclous absorption in his attics, plus the warmth and unowentionality expressed in the ongs, make him an entertainer the crowd immediately dopts, and whose gauche attitude always endearing rather than timesting.

is always endearing rather than annowing.

Foot on chair and guitar poised. Brassens goes right into his rep of neut songs which are lilting afbeit veak in melody, but strong in feeling and delivery. His sing-song aptroach gets the most out of the officer ideas and lyricing. "Le Gorille." "La Chasse Aux Papil-lons" (The Butterfly Hunt). "La Mantaise Reputation" have caught on here diskwise also, and Brassens with his candor and freedom of feeling and though is becoming a fave of theoreticary public as well as something special with the inselectual set. He is much too bather in his appeal for general S. interest except for possible of the appearances in the special-local boites.

KATHRYN & ORLY Acro-dance 10 Mins. Robino, Paris

Robino, Paris

If acro-dancers are now in deland in U. S. nitery circuits, this
busical pair should be a fine entry
in any situations. Slim blonde gets
fossed around by a burly but
noothly moving well built young
thremely well executed.
Though somersaults, catches and
aps are mainly acrobatic in nature,
the duo has a fine sense of rhythm
and puts grace and sinewy movement into this to make it an eyefiling act. Neat entry for nitery
the spots, TV or vauders in the
U. S.

GUYLAINE GUY Songs 20 Mins. Hotel Vendome, Boston

Hotel Vendome, Boston
Guylaine Guy is an attractive, auburn-haired pintsized French thrush via Canada with a substantial amount of showmanship savvy which, aided by a general reroutining of her songadog, should assure her of clicking in the more intime, offbeat rooms. As it stands now, however, her repertoire is too predominantely Gallie, and while her delivery, projection and rhythmic handling is slick, the majority of ringsiders are left at the post. She fared fairly wellhere at the Vendome's Moulin Rouge room.

Although her in-between chat-

Rouge room.

Although her in-between chatter explains the French items, which run the gamut from "Min-ouche" is little kitten) to 'Serenade Portugaise," the more familiar "C'est Si Bon" and "La Vie en Rose" garner the best reaction, She also includes a medley of American standards done up in lively style.

However, Miss Gay has what it takes, and could easily tailor her talents for American audi-ences.

BILL BAIRD

Magie
25 Mins.
Continental Cafe, Montreal
Bill Boird, who for many years
did a mindreading act with his
wife touring West Coast establishments, comes east as a single and
current offering at the Continental
Cafe shows solid possibilities for
this clever manipulator.

Most of the items offered during magico sessions are of a standing magico sessions are of a stand-

Most of the items offered during magico sessions are of a standard nature but Baird is just that much smoother and more polished, getting him out of the ho-hum groove. He keeps the patter down to a minimum, seldom oversells, and impresses with his easy manner. He stays pretty much with the playing eard, disappearing ball and flexible ring routines, building each session nicely and avoiding an overloaded act without any sort of climax. On night caught, Baird ran into slight trouble with a participating patron who spoke nothing but French and Baird's efforts to convince this femme that she had the chosen card on her person added (with Baird's handling) an extra touch that got him off to salvos.

Okay for most visual mediums and can be easily adapted to a cafe of any size. Neut.

VICTOR SEAFORTH

VICTOR SEAFORTH
Impressions
12 Mins.
Empire, Glasgow
Victor Seatorth is an English impressionist with strong line in takeoffs, mostly standard but all showing good brand of mimicry.
Opens as James Cagney paying a trip to the U, K, and impersonates the film actor right through, sidetracking from this into impressions of such as the Ink Spots/singing "Bless You") and Edward G. Robinson in a gangster routine. His standout is of the polished George Sanders as a bus conductor in London, gabbing with a cock ney. High spot is an impresh of Charles Laughton as the Hunchback of Notre Dame, worked out under sickly green spotlight to solid exit.
Useful het for all vaude and

Useful bet for all vaude and video spots, both in Britain and the U. S. A. Gord.

PHILIP CLAY Songs 20 Mins. Quatres Saisons, Paris

Quatres Saisons, Paris
Bug-eyed, gangly, expressivefaced Gallic chanter Philip Clay is
in the offibeat category in delivery and style. Songs vacillate between the comic, protesque and
ballad, all are delivered energetically to make this boy a crowdgetter and pleaser. Attired in the
Left Bank lounge attire of a bicolored sweater with tight shanked
trousers with a white band around
the culf. Clay has an expressiveness and choice of material that
makes him a newcomer to watch.
More body finesse and timing
will eventually turn this boy into
one of the popular officat singers
here.

JOAN REGAN Songs 14 Mins.

14 Mins.

Sov. 12. Jimmy Fazio, head of Jimmy Fazio's Supper Club, an on-the-road spot near here, is promoting canary in the U. K. for some time, and, with a little more showmanship, has what it takes to whisk her into the bigtime bracket. She is already a strong discellek in Britain, and her waxings frey toiler, Archie-Bleyer, for the have recently crashed the America, event here.

can market, notably her rendition of "Till They've All Gone Home."
Slender shapely thrush has powerful set of pipes which surprise for so sparsely-built a femme, but more expression is needed. At present she relies too much on one shade of singing. At show caught, she was introduced to audience, on her vaude debut, by deejay Jack Jackson, topping on same layout, and opened brightly with "I llaven't Got A Worry to My Name" Blonde then swung into a rendition of "Bridge of Sighs," following with "All Gone Home." She also took a nitty trick with "Red

lowing with "All Gone Home." She also took a nifty frick with "Red Red Robin" and "Answer Me." Chirper, with added polish and experience, looks set for following in steps of Britain's Vera Lynn and Ame Shelton, Pretty garbing heightens her pleasant s.a. Gord.

TOMMY COOPER Comedy Magic 14 Mins, Empire, Glasgow

Wearing a bright-red fez, this tall lantern-jawed artist has probably the most infectious chuckle in British show biz. This act of bokum magic has him attempting all manner of tricks associated with conjurors, and succeeding in very lew of 'em, to his own laughing pseudo-embarrassment. Each time he chuckles, he tickles the risbilities of the payees and sets them into continuous laff-marather.

thon.

Performer clutters up the stage with an embarrassment of magico tricks, attempting everything and nervously tailing at most. His concedy business has virtue of sheer simplicity, some of his humor being pure schoolboy joking but pleasing the payers immensely because of its surprise simplicity. High-pitched chuckle at each piece of magico is strong novelty gimnick.

Okay for yaude and video mar-

Okay for vaude and video markets in U. S. as well as most other visual media, Gord.

GEORGES CAMPO (2)

GEORGES CAMPO (2)
Comedy-pantomime
15 Mins.
Bobino, Paris
Georges Campo looks like a cross
between Charlie Chaplin and Stan
Laurel in costuming and expression. He follows in the old line of
knockabout comedy with excellent
pratfalls and neat bits of business.
He is forever getting entangled
with inanimate objects which
thwart and defeat him. He wrestles
with a balloon and reads a paper
though he is being knocked around
by a dame. A hllarlous barroom
scene is a fine ending for this neat
comedy-panto number. Campo's comedy-panto number. Campo's wife adds pulchritude to the act.

Good for vaude or nitery revues in the U. S., also TV. Mosk,

Command Show

Continued from page 2 =

stars who were given an opportu-nity of opening their mouths were expected to voice similar platitudes. Without exception they referred to a "memorable experience never to be forgotten."

Last_night (Mon.) the vaudeville Last night 'Mon.) the vaudeville performers showed how a stage presentation should be made. Which is as it should be, because it is their job. The film industry also could do right by itself and the Royal family by sticking to pictures. There was an improvement this year by the inclusion of three shorts as a supporting program. Whatever criticism may be leveled at the choice, they could not equal those directed against the live part of the proceedings.

LaRosa

Hoctor, sungwriters George Weiss Hoctor, sungwriters George Weiss and Benny Benjamin; emcce Archie Robbins, and Eddie Nel-son's Gayety Revue uncluding "Al Smith's favorite singer," Julia Geraghty', from Crystal Lounge,

Two Milwaukee Dates

Milwaukee, Nov. 3. Julius LaRosa is slated for two Julius Lakosa is stated for two shows at Milwaukee Auditorium Nov. 12. Jimmy Fazio, head of Jimmy Fazio's Supper Club, an on-the-road spot near here, is pro-moting Lakosa's stint, Ducats are set at \$1.50-\$4.20, with potential resting of 6.300

House Reviews

Chicago. Chi

Cheago, Oct. 30.

Don Cornell such, Jerry Carri,
Joeg Bishop, Rex Ruder & Edeen,
Bobby Whallog & Yeetre, Louis
Basil Orch; "Luttle Bey Low!"

It's the film it anything, that he will do business for this house during the comme fortingfil, since the caude side of the foll isn't purch of a drawing caod. Both Don Cornell and Jovy Bishop have small followings here but not enough between them to enough between them to enough between them to enough between them to enough here. The followings here but not enough hour.

Cornell, headining, scores with dy the distaff element by way of his It's food looks and fine papes that he clicked two or three times on the Coral label. After snappy opener, he ingratiates hanself with the and sells his latest disk. "You're or on Trial." He's at case at all times, and his chatter is annable out and spontaneous. With arranger-accompanist Jeny Carr chiming proceedings of the commence of derry Care chi accompanist

accompanist Jerry Carr chiming in intermittent lines from the piano, he gets a few laughs reviewing one of his floppo platters, "She Loves Me." Big mitt tollows natural closer of his biggie, "Pin Yours?"

Sadfaced comie Bishop, who recently was riotous at the Chrz Parce, has this house wholly absorbed in his witty monology, though much of his sharpest material passes over the heads of the juves and the hastrais. His earnest delivery and faultless timing get top results when the punchlines are closer to home, and his gibes at the customers and song satires, which take the titles hterally, rock the toom. Capper of Charles Laughton intpression is properly tempered for this andience and makes for a good walk-off.

Rex Ramer & Filcen have a off

off.

Rex Ramer & Filcen have a small segment that smarks of old-time vaude, with Ramer initiating nusical instruments, the gal dishing up a cornball song and dance, and the two of them exchanging innocuous jokes. Ramer renders songs as a trumpet, guitar, violin xylophone, and hand organ, and benefice food and organ, and

innocuous jokes. Ramer renders songs as a trumpel, guitar, violin sylophone, and hand organ, and he treats "Cocktails for Two' per Spike Jones disk, complete with gurgling, whistles and other noises; Eileen helps him stimulate bagpipes for the close. Cycling stunts of Bobby Whalen & Yvette lead off the show, contributing a smattering of laughs and a few thrills when Whalen threatens to wheel off the slage or tumble. He rides a normal bike standing up, using just the rear wheel, and balaneing the girl upon his shoulders, backwards, forwards and circularly. But on a tall unicycle, with gal balanced on top, gets best reception.

Casino, Toronto

Les Baster Orde (20), Satisfie, (4), Herbert & Sassai, Bobl Jouce & Ginger; "Wav From Wall Walla" (Rep.),

Walla" (Rep).

Tops on speedy tempo and diversity, Les Baxter has miapped up a neat 60 minute stage package for initial tryout here, with class calibre the keynote.

With Don Saxon as emece. Bobby doyce & Ginger, fronting hand on stage, set proceedings off to a swift start with their coincidy taps, a neat satire on the old-twhinned soft shoe, and a challenge finish with plenty of spits and errosstage pironets that earn the pert pair an ovation.

The Satisfiers (formerly with Chesterfield), three boys and a inscious blond in pale blue exeming gown, follow with boinney "Back in Your Own Backyad' for smooth barmony and a tempo switch to "I Believe," with the girl (bolorest doing the stepoul lyries to exhibit a fine controlled contralto, with boys coming in on the background chorals.

Saxon and his partner, Tim Her-

a fine controlled controllo, with boys coming in on the background chorals.

Savon and his partner, Tim Hersell, and her bear trail with their comedy anties, latter over solid on bis impersonations of VIP's debacking from a plane with Saxon on the interviewing end. Gives Herbert plenty of dialect opportunities from bereted Frenchman to turbaned Indian maharajah, plus his rubberface grimaces and eccentric walkabouts. Also over to helty beligliaughs is Herbert's conducting of the orch as Saxon sints. "I llear Music, with pair of comies then into asong-and-dance act, complete with strawhats, as a recreation of old-time vaudeville. It's a sock finish. Building has customers thoroughly warmed for first Toronto appearance of Baxter, with plenty of tempine squeaks for the handsome, bloom bandleader. Baxter carries when I spiece orch through "Copanics" for switch to South American for switch to South American in outstate Nebruska.

ican style and then into "Manhat-tan," complete with the singing strings trademark, with Baster at the keyboard for periodic inter-ludes. (Apart from strings, he uses only a thite and muted trampet.)

only a flate and muted trampet.)

He's also back for some hot harmonica diapasons of the "Limelight" theme at the mike, joins The Satisfiers for a warbling of "Because of You" and then a wham conducting of "April in Portugal" and "I Love Paris" for a terrific reception.

MeStay

Olympia. Miami Oct. 30.
Robael & Purishenne Wodels, Budby Clapton, Al Gordon & Dogs,
Ul Finch, 6 Fonding, Las Rhode
diotse Orch, "Island in the Sky"
(WB).

opener, aith the lits an odd booking this week in that layout lacks actaight singing "You're e at all annuable annuable annuable chiming chiming the latest the latest through through the latest through through the latest through the latest through the latest through through the latest through through the latest through through the latest through through through through the latest through through through the latest through the latest through throu

practing on low binderst. In energy state, the energy state, Ruddy Clayton handles the intro-choices in able manner and on own offers up session of impreshes that in the main, come off to healthy reception. Best of his carbons are the sompstar takeoffs on Lame, Damels Martin, et al. On the straight side, the Lorre impresh wins them.

Lorre impresh wins them.
Biegest saint-carner is vet Al.
Gordon and his difficient brounds,
the wraps up with his spool on
trained dog parks. Ponches pay
him no mind, with the scubholders
empying the "trainer's" frustra-

Working with Iwa eve-catching models. Rafael winds his way about the twain, creating millinery designs. Tops with acroantics while the femines background for best sequence of the act.

Tranbling and balancing stirits of the Six Boginos dour males and two femines is a Let-moving gaspicating with some of the reats garnering wham reaction.

nering wham reaction.

Teroff spot is another sight offering with baboner Bill Finch winding in satisfactory manner after slow start. Finale teaturing lighted battons and aerowork interwoven for the added twelt takes him off to warm palming.

Lory.

Mgr. Defends St. Paul

Aud as Profit-Making Minneapolis Nov 3.
While the St Paul manicipal

Auditmount was, or the red to the since their has made profits enough to have amortized \$341,000

Figures were made public by manager Ed Form after the St. Paul council threatened to lease out concessions, because it said out concessions, because it said profits therefrom had dropped sub stantially in recent year, hatting a low of \$3.343 last year.

Firmi, however, asserts that last year's concession profits achievely were \$12,339, but that \$8,596 of it had been paid to the auditorium to cover cost of light, power, water, cleaning and other

Vaude, Cafe Dates

New York

New York

Dick Shawn, whose name was put up on the Palace Theatre marquee for the first time last week, has been signed for the Sahata, Las Vegas, early Desember.

Tony Martin has shifted from Mich Corp. of America. George De Witt witched from MCA to WM.

Jackle Miles pacted for the Town Casino, Buffalo, Nov. 23. . . . Chandra Kaly tapped for Los Angeles Statler, Nov. 23. . . Barry Sisters to the Mapes, Reno Dec. 3. Richard Himber's magical reellaf, will remain the marginal reellaf, will remain the marginal reellaf, Nov. 13.

VARIETY BILLS

WEEK OF NOVEMBER 4, 1953

Numerals in connection with bills below indicate opening day of show whether full or split week
Letter in parenthesis indicates (circuit (1) Independent) (L) Leewy (M) Mossz
(P) Paramount; (R) RKO) (S) Stoll; (T) Tivoll

NEW YORK CITY
MUSIC Hall (I) SE
Robby Cardenas
Robby Cardenas
Gobblone Deleu
Jayne Horioby
Verginia Rich
Brunhilds Roque
Donrs Whote
Hal Normon

AUSTRALIA

MELBOURNE - Tivoll (2) Sieman & Archie H Sieman & Archie Darreko 3 Lowe & Ladd Charley Wood Co Frank Cook Susan Jeans Renita Kremer Carlisle & Weldon Claudine Cheret Chaddelis Show Girls Nudes Ballet

ASTON

Mippodrome (1)
David Whitfield Co
Darcie 5
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S & Harry Secondary Narenis Harry Barley Wilson Keppel & B Hax Geldrav

Max Geldras

2 Rens Ristro

2 Rens Ristro

Empire th

2 Charlie Entie

Bahy Zon Zorker

Johnne Heward

Johnne Heward

Johnne Heward

Johnne Heward

Johnne Switt

Tommy Switt

Vicky Ray

Gwen Fields

CHELSEA

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Davidace th

Davidace th

CHELSEA

CHELSEA

Davidace th

Charlie Cairoli & r Semprini Cravels 3 La Verne & Jan 5 Furres Fe Jover & Jack 16 S Fisher Girls

16 S Pisher Girls
DERBY
Hippodrome S 1
Leon Cortez
Doreen Harris
Not Gonella
Rhodes & Lane
Caroline & Richards
Miriam Pearse
Peter Blair
Brad Cannon

EAST HAM

EAST HAM

Metropolitan (1-2)

See Lawrence

sckson & Ritchie

erry Hall

trabell & Carlsson

kaydini ds Merv

Raddini
Dands Merv
Carrien Coostal
Boards V Clair
File Market
File Market
Jack Jackson
Joan Regamer
Harry Worth
Victor Seaforth
Les Marvels
Comerc Agow
Emipre 164-2
Max Wall
Julie Andrews
Freddie Frintin
Joan Mannath
Joan Mann

Pupi Campo Ore Cifford Guest Peiro Bros

Petro Bross

SOSTON

Metropolitan (P) 4-8

Julius La Ross

Julius La Ross

Chicago (P) 4

Don Cornell

Joey Bishop

Rex Ramer Co

B Whaling & Y

Regal (P) 7 enly

Asylom of Horrors

HAMMOND

Asylom of Horrors

HAMMOND
Par IP) 6 only

Asylum of Horrors

MIAMI
Olympia (P) 4
3 Royal-Rockets
Crayon
Danny Cryslal
Wells & 4 Fays

TVONEY
Tivoli (2)
Betty Driver
Walton & O'Rourke
Chevaller, Bros
Jimee Con
Gene Jimee
Gene Jimee
Jose Porter
Babs McKunnon
Peter
Babs McKunnon
Peter
Bubs McKunnon
B

BRITAIN

Auglos
Ossie Morris
Les Duonos
Sally Barnes
Vera Cody
Don Sauder
Flecster
Flecster
Flecster
Les Cody
Don Sauder
Flecster
Les Cody
Les Cody
Don Sauder
Les Cody
Les Co

Walthon eNat Jackley
3 Skyliners
Evy & Evretto
Peter Dulay
MANCHESTER
Hippodrome (5)
Laurel & Hard
Ursula & Gus
Derrick Rosaire
Kayes Pekes
Roy & Ray
Fred Lovelle
1 Julis
Runne Leshe

A Jalls
Runnie Leslie
NEWCASTLE
Empire (M) 2
Vic Olive
Clayton & Ward
Sylvia Compbell
Alan Clive
Joan Hinde
Runwy Dotle
Pierre Bel
Hippodrome di

Barnes & J

9. Aqua Maids
Wa-or Coons
Wa-or Coons
Provided 19
Fracket Weight
F

Cabaret Bills

NEW YORK CITY

Blue Angel Dwight Fiske Pat Carroll Jackson Sla Odetta Fellous Harry Snow Bart Howard Jimmy Lyons Trio Jimmie Daniels Charlotte Rae Norene Tate Garland Wilson Wae Barnes Kirkwood & Goodman

KUIKWOOD &
GOODMAN

G

Chico Relli Orc
Motel Plaza
Celeste Holm
Ted Stracter Orc
Motel Reeswell
Guide Re

Letin Quarter
Frankin & Lune
We Charlivels
Lucienne & Ashour
Gloria Leroy
Art Waner Ore
Board Control
Ray Ilyson
Bob Downey
Harold Fonville
Bob Downey
Harold Fonville
Bob Downey
Harold Fonville
Bob Downey
Harold Fonville
God Reumanian
Sadle Banks
Billy Vine
Carol & Alphonse
Sadle Banks
Billy Vine
Carol & Alphonse
Sadle Banks
Billy Vine
Carol & Alphonse
Same Lereil
Joe LaPorte Ore
D'Aquilla Ore
Fark Shevaten
Irving Fleils
Lereil
Joe LaPorte Ore
D'Aquilla Ore
Fark Shevaten
Irving Fleils
Lereil
Joe LaPorte Ore
Park Shevaten
Irving Fleils
Lereil
John Nanni
Toppers
Rud MicCreery
Norman Paris
Tol
Two Guiters
Viadimir Rothen
Lubov Hamshiv
Senia Kravacel
Misha Markoff
Town & Country
Will Mastin Tro
Senia Kravacel
Misha Markoff
Town & Country
Will Mastin Tro
Senia Kravacel
Mambu Ace,
La Playa Sexiet
La Playa Sexiet
Lon Liberto
Al Norman
Low Nelson
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Fary Dewitt
Don Liberto
Al Norman
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Blue Angel
Tany Roman
Bill Young
Bill Young
Bill Young
Lockie Danoit
Bob Webbyck Trio
Black Orchid
3. Riffs
Charle Carts
Linda Shannon
Ken Sweel Trio
Toom Martin
Footnotes (4)
Brian Farnon Occ
Conrad Million Helt
Elleen Carroll
Margie Lee Footnotes (4)
Brian Farnon Orc
Conrad Milton Met'l
Eileen Carroll
Margie Lee
Sid Krofft
Kodell
Marticken
Dick Price
Sid Krofft
Kodell
Marticken
Dick State
Bull Jordan
N. J. Waldo
Buddy. Rust

Olle Clark
Dennis & Darlene
Boulevar-Dear 71
Brisson
Cappella & Patricia
Dorothiv Bild bys
Skinna Francis Ore
Al Morkan
Boudles & Skeeter
Maria Velasco
Palmer House
Saveen
Georgie Gobel
Wyma
Georgie Gobel
Wyma
Kartha & Bentley
Hamilton & Thomas
Christopher & King
Poorthis Walling
Robert Cooper
Henry King
Ore
NOGELES

LOS ANGELES Ciro's

Johnny Desmond

Horton Dancers

Dick Stabile Ore

Bobby Ramos Ore

Charley Foy's

Maxie Rejsenbloem

Jiminie Ames

A Browne Ore

Ambassador Hotel

Ambassedor Hole
Tons Martin
Alan King
Teddy Phillips
Rose Marie
Lenny Kent
Del Rubio Sis Gi
Lenry Green
Lenry Green
Lenry Green
Silmore Hole
Butter Green
E Bradford Ore
Bilmore Hole
Blathers & Dale
Geostee Prentice
Hal Derwin Ore
MIAMI-M

Mocambo
Joyce Bryant
E Oliver Orc
Statler Hotel
Dorothy Shay
Martez & Lucia
Warner & McGu
Ted Weems Orc MIAMI-MIAMI BEACH

Black Magic Club
Bal Winters
Beverly Breese
Claire Argain
Grant Bill Trent
Mini Laurie
Clover Club
Charlie Farrell
Del Breese
Eleanor Luckey
Belanor Luckey
Belanor Luckey
Green
For Scholl Green
Green Hair Girl
Green Hair Girl
Green Hair Girl
Green Hair Gordon
Nancy Kent
Cluck Fortil
Green Hair Girl
Anney Kent
Chuck Fontair
Green Hair Girl
Anney Kent
Chuck Gordon
Nany Kent
Care Green Hair Girl
Anney Kent
Chuck Fontair
Green Hair Girl
Anney Kent
Chuck Fontair
Green Hair Girl
Anney Kent
Chuck Green Hair Girl Clover Club
Charite Farrell
Del Breese
Eleanor Luckey
Ted Lawrie
Peggy Gree
Tony Lopes Orc
Jock Stuart J
Arne Barnett
Five O'Clock Club
Jack Carter
Tony Elites
Tony Elites
The Dawsin Ore
Naufillus Hotel
Milt Ross

LAS VEGAS, NEVADA

Dasert Inn
Mazione Abbut
Daneers
tob Murayris
Mary Mon Toy
Lee Sharon
Markie & Lee
Murray
Debonaires
Joaquelline Marcy
Nin Porter
Lynne Carter
Lynne Carter
& Cartiers
Eddie Skrivane's
Eil Rancho Vegas
Billy Daniels

Benny Paxne
Georgine Darvy
Bob Ells Ore
Flamingo
Guy Mitchell
Mary McLary
Borons
Guy Mitchell
Mary McLary
Borons
Felix
Frontier
Cartiers
Eddie Skrivane's
Eil Rancho Vegas
Billy Daniels

Beverlee Dennis
Marty May

Beachcombers & Natalie Merriel Abbot Daniel To Daniel To

Francis Brunn'
Dagenham Pipers
Sa-Harem Dners
Cee Davidson Ore
Siliver Slipper
Hank Henry
Carrie Finnell
Russ Clark
Sparky Kaye
Manu
Lips Carrie Sparky Kaye
Manu
Lisa Starr
Johnny O'Brien
Jimmy Cavanaugh
Paluminos
G Redman Ore
Thunderbird
Thunderbird
Marvela
Shan Varr
Barney Rawlings
Kathryn Duffy
Dunsations
Al Jahns Ore

RENO, NEVADA

Mapes Skyreom Delta Rhythin Bo-Jackie Kamion Mapes Skylettes Eddie Fitzpatrick Orc

New Golden June Valli Fred Stamer Wilder Bros.

Sterling Young Orc Riverside Anna Maria Alberghetti Wiere Bros. Stariets Betty Holt Bill Clifford Orc HAVANA Sans Souci Olya Chaviano Julia Chaviano Fernando Valencia Trio Galant Trio Galant Toudelavo Xiomara Alfaro Helena & Hector Cachia R Ortega Orq C Rodriguez Orq Montmartre

Montmartre Olga Gulllot Bola de Nieve Elpidio & Margot

Raul Diaz
Rene Cabel
Rene Cabel
Sonia Calero
Ray Carson E Antunez Orq
Co de la Playa Orc
Tropicana
Tex Mex
Mano Lopez
Paulina Aivarez
Bobby de Argas
A Romeu Orc
Senen Suarez Orq

Unit Review

Folies Bergere (DESERT INN, LAS VEGAS)

Las Vegas, Oct. 30.

Lou Walters' "Revue a la Folies Bergere," with Darvas & Julia, Marzone Abbott Dancers (4), Rob Murray, Ruby Richards, Lee Sharon, Mary Mon Toy, Margie & Lee Murray, Debonaires (5), Jacqueline Marcy, Stan Porter, Golden Mermaid, Kamerova Ballet (14), Mannequins (7), Carlton Hayes Orch (12); no cover or minimum.

After a smash three frames, this new Lou Walter's Gallic fancy goes into three more rounds, which promise to be just as beaucoup, if not more, than the first half of the run. This is the break-in for the extravaganza which will check into the Latin Quarter, N. Y., latter part of November. Excepting for a few changes in acts, unit will be the same.

the same.

When Walters brought his first Parisienne collection to the Desert Inn three years ago, the chain of top moneymakers for this nitery was forged. Since that time, the succession of Walters' shows has always spelled a jampacked casino during each return. Turnaway biz is currently the ticket.

"Folies Bergere" lacks the scele

is currently the ticket.

"Folies Bergere" lacks the sock Continental acts, but makes up by overwhelming glammer, gorgeous femmes in stunning wardrobe, and a great pace that doesn't let up until the whopping finale. Darvas & Julia are the top names. Pair's tremendous six minutes is the highlight of the show. Graceful gymnastics lead into acro whirls and tossings, as Nicholas Darvas energizes Julia into almost impossible lifts and contortions, which puts audience into high tension for closing toss from elevated platform when Julia arches 15 feet through the air and contacts the parquet in a perfect floor-spilit. Another surefire addition, the Mazzone & Abbott Dancers, with Apache knockabouts and Jet-propelled speed into crashing climax, is a solid addition to the 85-minute revue. Rob Murray's expert jugging, with under-breath comments slapping his own tricks, adds a spark of comedy. Another touch of sight and sound comedy is encased within the fleet footwork and pantomiming of the five Debonaires.

and pantoniming of the five Debonaires.

Front and centre for many song
diversions are Ruby Richards,
Mary Mon Toy and Lee Sharon.
Yoks are pulled from their enticing "It's the Same All Over the
World," and excitement with Miss
Sharon's "Strip Polka" bringing
up the temperature considerablyafter terping and paring down to
almost bare facts. Contrasting with
this neat flesh revelation, graceful
team of Margic & Lee Murray
points up many production themes
by expert whirlings. The Golden
Mermaid, within a colorfully lightde plastic globe, floats through her
divestiture for big mitts.

Jacqueline Marcy chirps the Gallic essays to many scenes, with visavis Stan Porter edition.

ing in and out of scenes, or parading in near-nudity, a Lou Walters revue would not have its sparkle. "Folies" has an overabundance of costume ideas, some terrif, some of only passing interest. Gals are kept moving at such a pace, that enthusiasm seldom gets below the approval point. Staged by Mme, Kamarova, and with creations by Elizabeth Adlon, ballet and manequins weave and interlace the acts for excellent diversion. Kudos go to Ernie D'Amato for special effects in lighting and set props, with Gordon Hayes on the board. All musical bridges, scores and cues are performed with clarity and ease by house band led by Carlton Hayes.

Chi Stripper

Continued from page 1

as part of its program to clean up Cal City, which neighbors Chi, and thereby regain control of the clubs. To all appearances, this is a necessary step before AGVA would be able to levy its welfare fund on bonifaces in this territory.

Cafe Owners Assn. opposing AGVA here, Insists it will declare no annesty with the union until AGVA gives up on its "insurance monstrosity." COA names a lush pecuniary commission as the real incentive behind AGVA's current incentive behind AGVA's current drive, stating that it received this information from AGVA's own at-torneys. According to COA spokes-men, the guild could turn over a \$3,000,000 annual premium to men, the guild could turn over a \$3,000,000 annual premium to Lloyds of London if it were able to successfully enforce its insurance program on all users of talent; and the Chi agent who placed this business with Lloyds of London would receive a 25% commission on the paid premium, amounting to approximately \$750,000 annually. The association is so adamently.

The association is so adamantly against the insurance measure that out-of-court conciliation between the cafemen and AGVA is virtually hopeless now.

Coast 88'er

Continued from page 1 =

it was one of the nicest niches in the ballroom, also one of the most frequented. Sherin signed.

The next day the 88'er learned "M" stood not for mysterious, but for men's room, and he has to play there four hours every Saturday night. Sherin screamed and scrammed to exees of musicians Local 47, and they told him deadpan he had of his own volition signed a contract to play in the ballroom, and he'd have to fulfill it.

Coolev is using Sherin briefly The next day the 88'er learned

ballroom, and he'd have to fulfill it,
Cooley is using Sherin briefly
onstage, then sends him to his
more intimate surroundings to
tickle the ivories. Sherin's chief
chores will be in the men's room,
which has on its door a sign, "Ukie
Sherin, now appearing in person."
When Sherin beefed about it,
Cooley answered, "What are you
complaining about? This might result in you graduating to a spot
like Ciro's men's room." Sherin's
combo won't be used there because
"I can't get 'em in there," Cooley
explains.
Years ago Sherin pulled a prac-

Years ago Sherin pulled a practical joke on Cooley, and the latter's been waiting since to give Sherin some of the same.

Nature Boys

Continued from page 1 =

the Pacific slope extending from Alaska to Panama. Film was shot by ornithologists Ed Harrison and Frances Roberts. Harrison, a director of the San Diego Museum of Natural History, culled the material from his vast library of outdoor footage. With the aid of Henry Kessler, associate producer of "The Moon Is Blue," Harrison went through his 17-year accumulation of wildlife and outdoor footage and assembled the 77-minute feature. Joe Steele wrote the commentary and Marvin Miller provides the narration. narration. Recent years have witnessed

whole menagerie of pix dealing with unusual scenic shots and per-sonal adventures in far off places. They include the successful picturidivestiture for big mitts.

Jacqueline Marcy chirps the Gallic essays to many scenes, with visavis Stan Porter adding a baritone harmony here and there along with solo slots.

Without array of femmes dart
They include the successful picture. The Sea Around Us," the story of an African tribe in "Latuko" as well as with solo slots.

The UNH choir also did the Sea." "Savage Splendor" and "Below the Sahara."

They include the successful picture. The Sea Around Us," the story of an African tribe in "Latuko" as well as with solo slots.

The UNH choir also did the Sea." "Savage Splendor" and "Below the Sahara."

'Sized' Screens

Continued from page 7 =

the technique as "peripheral modulation," in which the entire surface of the screen is not used all the time. For example, in an intimate scene, a certain portion of the screen would be vignetted. There will not be a masking of the screen or the moving of curtains, Schlang-

or the moving of curtains, Schlanger stresses. He declares that the changing aspect ratios will all take place in the photography.

The Todd-AO process, the 65m filming technique developed by the American Optical Co. and promoted by Mike Todd is reportedly working on a special curtain that will be cued to the film. Development will allow the curtain to move in and out, depending on the nature of the scene being shown on the screen. It's indicated that the curtain movement will be synchronized with the picture and that no separate mechanical adjustments will be required of the projectionists.

Move in the direction of an ad-Move in the direction of an adjustable screen ratio stems from the many complaints that intimate scenes cannot be effectively portrayed in the current panoramic techniques.

Football Payoff

Continued from page 4

the contest will be played in Philly. Game is already a sellout and theatre figures it can draw a substantial overflow because of lo-cal interest in the game.

Closed-circuit outfit is currently dickering with the Paramount (N. Y.) which may join the football circuit for the remainder of the

BOTV, faced with an open date BOTV, faced with an open date on Nov. 14 when ND plays North Carolina because of inability to get long lines out of Chapet Hill, N.C., is hopeful of lining up the top game of the day. It has sent a questionnaire to sports writers in the cities carrying the weekly games asking them to choose the outstanding attraction out of five games scheduled for Nov. 14. Contests include Penn-Army, Indiant-Northwestern, Maryland-Mississippi, Ohio State-Purdue and Princeton-Yale.

Theatres carrying last week's

Princeton-Yale.

Theatres carrying last week's game included Marbro and Crown, Chicago; Rivoli, Toledo; Marine, Brooklyn; Prospect, Flushing, N.Y.; St. James, Asbury Park, N.J.; Stanley, Philadelphia; Stanley, Baltimore; Grand, Albany, and Hollywood, Detroit, Admission prices varied from 85c to \$1.50.

Rochemont

Continued from page 5 =

may be included in the de Rochemont film. Another possibility is that certain segments may be inserted into the current "This Is Cinerama." Since the film consists of scenic shots, a substitution can easily be made.

Cooper returned to the Coast last week and is not due back in New York until later this month for a meeting of Cinerama Productions board of directors. At that time, Cinerama Productions will weigh the future of Cooper's five-year four-figure weekly contract. Since the company no longer engages in production activities and merely collects royalties from the process. Cooper's pact represents something of a burden. Cinerama Productions had hoped that Cooper and SW would reach an agreement, with the latter taking over the producer's contract.

University Choir Included
Durham, N. H., Nov. 3:
University of New Hampshire
concert choir, which had previously participated in radio, television and standard film productions, has now branched out into
Cinerama.

The group of 60 plaked voices

The group of 60 picked voices, under the direction of Prof. Karl H. Bratton, made part of the sound track for a new film with New Hampshire locale, produced by Louis deRochemont, a resident of nearby. Newlington

Basin Street Lilly Christine Jana Mason

Step Bros Phil Napoleon Jose Melis Trio Billy Taylor Trio

Reel Seen Inside Choice for Equity Attorney; Budget Lopoff to Stay

A. Frank Reel, former executive excretary of the N. Y. local of the American Federation of Television & Radio Artists, is understood to have the inside track for appointment as attorney for Actors Equity. Schection of a successor to Rebecca Rrownstein for the spot still han't learn made by the union council, fut Reel is said to have the support of members of the Equity executive staff and several influential council members.

Despite efforts by supporters of Despite efforts by supporters of Despite efforts by supporters of

Despite efforts by supporters of Miss Brownstein to have the council reconsider its decision to reduce the legal department budget from about \$19.800 to about \$13.300 a year, a move that led to her exit, insiders figure there is little chance of a reversal. Meanwhile, numerous candidates have been nominated for the assignment, and a committee has been busy interviewing prospects. ewing prospects.

Factor in the situation is that

Factor in the situation is that the new attorney, whoever it may turn out to be, is likely to be in the middle of tense political friction. Despite efforts of the council, under the leadership of president Ralph Bellamy, to resolve the Communist issue in the union, agitation on the subject has contucted, though perhaps not so much in the open.

much in the open.

According to usually well-informed sources, the long-rumored congressional investigation of possible Communist influence in the theatre is likely to get under way soon. It's reported that probers feel there's little to be unearthed in the television-radio field, where blacklisting has been so wide-spread and AFTRA restrictions are so severe.

In considering the question of the budget for the union's legal department, the Equity committee reportedly confined itself to the financial situation and did not discuss other matters relating to Miss Brownstein's record. However, certain of the committee members record that one of their reasons for reveal that one of their reasons for opposing Miss Brownstein was her practice of investing in Broadway shows and thus having a financial interest in management.

Rochester Arena Setup Looks Solid as It Preps 4th Year With 'Kilgo' Bow

Rochester, N. Y., Nov. 3.
With the production of Arnold andgaard's "The Kilgo Run" this onth, the Arena Theatre here begins its fourth year as a self-sup-porting year-round stock operation, onder the production reins of Dor-thy Chernuck and Omar K. Lee-man. Since its inception the thea-tre has played to more than 75,000 paid admissions.

Located in a music school for underprivileged children, the 300-seat theatre-in-the-round began functioning in 1949 with a \$6,000 bankroll used to convert an audito-rium into an arena setup and to finance the initial productions.

finance the initial productions.

In 1951, group appeared on a local TV show and the following year repaid \$2,000 of the \$6,000 horrowed to finance the operation. Durings 1952 the theatre joined Equity. This past summer, Miss Chernuck extended her production artivity to the Corning (N. Y.) Summer Theatre and is planning to repeat there next year, Group has also presented shows in downstate Hornell. An attempt by Miss Chernuck to set up a local children's theatre failed due to competition from touring kiddle companies.

Competitive theatres in the vicin-

Tour With Rahn, Long

Carmen Jones" has taken to the Tearmen Jones' has taken to the road for its second concert tour, with Muriet Rahn, star of the Broadway production, featured in the streamlined version of the Billy Rose, Oscar Hammerstein 2d musi-

Prominent in the cast is Avon Long, Others include Lawrence Watson, William Dillard, Coleta Warren, Audrey Vanderpool, Kelsey-Pharr, Jay F. Riley and Lucia Hawkins.

Hawkins.

Production was adapted and staged by Dick Campbell, who is acting as tour manager. Natibebin produced and Miss Rahn supervised the costumes.

Tour opened in Canton, N. Y., Monday (2), and will run for seven weeks, closing for a Christmas break after an engagement in Marshfield, Wis.

Touring Musical Stock Setup

Booking holes in road houses may be partially filled next year by a touring musical stock company. Hinerant unit would play four week stands in major locations, offering a different musical each week. In smaller locates, group would go in for two-week stands, with each of the quartet of tuners running three days.

of timers running three days.

Plan to send out the travelling stock company was formulated by Diana Green and Luther Greene and its materialization hinges on the duo's ability to raise the necessary capitalization. Cost of getting the venture rolling is expected to run around \$39,000. Producing team, however, is trying to raise \$75,000 so as to have some coin in reserve.

Stock unit would comprise about Stock unit would comprise about 30 performers, including singers, and dancers. Stars would be jobbed in for each of the shows. Presentations contemplated a re "Panama Hattie," "DuBarry Was a Lady," "Brigadoon" and "The Merry Widow." Of the four, "Hattie" and "DuBarry" were only recently released for stock production by Tams-Witmark.

Producers plan on opening, at

ton by Tams-Witmark.

Producers plan on opening at the Lyceum, Minneapolis, Jan. 11, if the money is raised. Run there will be followed by stands in Milwaukee. Detroit and Chicago. Albert Johnson will be scenic designer and musical direction will be handled by Jay Chernis.

'ALEICHEM' PAYS BACK **FULL \$19,800 OUTLAY**

Backers of "The World of the Barbizon-Plaza Theatre, N. Y. have been paid back their full investment, totalling \$19,800. Show which originally bowed at the theatre last spring, lost about half of its initial \$9,100 capitalization during a run of 20 performances.

Play reopened Sept. 11 for a seven-week stand, which has been extended indefinitely due to strong biz. An additional \$10,700 was raised to return the work to the Barbizon. Show, put on by Rachel Productions, has an advance sale of about \$50,000.

Horse's Mouth

Horse's Mouth
With generally poor reviews
for the new F. Hugh Herbert
comedy. "A Girl Can Tell."
last week, pressagent Richard
Manney was obviously stuck for
a critical quote for the alphabetteal ad listing. Situation
was particularly tough, as
Maney scorns taking phrases
or even sentences out of context to give a misleading rapression.
He therefore settled for an

pression.

He therefore settled for an original quote, so the show's ad carried the line, "Funmer than "The Moon is Blue,"—F. Hugh' Herbert,"

Toronto to Get 40-Week Stock Setup: First Pro Co. in Couple Decades

With the city to have its livst professional stock company in a comple of decades, Murray and Donald
Davis closed a deat last week)
whereby they will present a 40week season of Broadway and Lundon hits. Actor manager brothers,
who have done a couple of transCanada tours in revues in addition
to operating, for six seasons, two
summer theatres at Gravenhurst
and Port Carling, posh Ontario
summer resurts, have leased the
midtown Crest Theatre, 863-seater,
from N. A. (Nat) Taylor, president
of 20th Century Theatres, which
operates some 70 filmhouses in
Canada Tenure is for two years
on rental basis, with option to buy.
Davis Bros, took house over Nov.

on rental basis, with option to buy.
Davis Bros. took house over Nov.
L. but do not expect to get into
production until January. On
planned 40-week schedule of stock,
they will close down for 12 summer weeks to continue operation
of their two summer theatres.
Crest productions will each run a
fortnight at "popular prices." Theatre, built in the late '20s, has a
stage 29 fret wide and 19 feet
deep, and has been a nabe pix
house.

house.

To head the production end, the Davises will import four Britishers; Brian Maller, general manager of the Arts Theatre, London, who will be g.m. here of the new undertaking; John Blatchley and Pierre Lefeyre, as directors, and Hutchison Scott, creator of the decor for T. S. Eliot's "The Confidential Clerk," who will be set designer.

25G POOL EXPENSE FOR WINDY CITY 'WISH' RUN

Chicago, Nov. 3.

Backers of "Wish You Were Here" are staking an approximate \$25,000 on the chance that the musted will have a long, lucrative run in the Windy City. Construction of a swimming pool has already begun below-stage at the Shuhert during the current run of "Oklahoma," and the one-week hiatus between the two shows is all the time allowed for the insertion of the lank itself onstage. tank itself onstage.

tank itself onstage,

Additionally, clevators are being installed—to—expedite—scennry changes through the floor, as its done in the Broadway production. Show is already being flacked by Bev Kelly, and first ad broke in advance of the show's Dec, 8 opening. Regularly, the house will be scaled from \$5, but on New Year's Eve it will bear a \$7.20 top.

New Giesen-Boomer Tag For Gab, Show Biz Outfit

Columbia Lecture Bureau has been incorporated and its name changed to Giesen & Boomer, Inc., to avoid conflict with Columbia to avoid conflict with Columbia Artists Mgt., of which the bureau was once a part. Firm will, however, retain new and old names for various reasons. Edna Giesen is president-treasurer and Eastman Boomer veepee and secretary of the corporation, with Arthur Judson, who at one time owned the bureau, willing out the other two

'Children's Hour' Facing Possible Ban

In Chi; Money Risk to Producers

Annabella Set for Lead In B'way's 'Dear Charles'

Annabella, last seen on Broad-way in Jean-Paul Sartre's "No Exit" in 1946, will play the tename lead in "Dear Charles," Brit'sh romedy click to be produced by Richard Aldrich & Richard Myers, in association with John Wildberg and Julius Fletschmann Actress is due Nov. 17 from Paris.

French actress Yvonne Avn, and is French actress Yvonne Arnaud is the star of the current Lombon edi-tion of "Dear Chales," which was adapted by Alan Meiville from the Parisian elick, "Les Entants & Edouard," by Marc-Gilbert Star-vajon, which was in turn adapted From the Frederick Jackson con-cing the Challette Carellators."

142G Grace Coin Into 'Almanac'

Michael P. Grace 2d, steamship heir partnered with Harry Rieby and Stanley Gilkey in the production of "John Mirray Anderson's Almanac," has personally supplied or brought in a major share of the \$290,000 capital for the revue:

He is listed as investing \$37,500 personally, besides which his mother, Mrs. W. R. Grace, is down for \$5,000, his brother, Charles Grace has put up \$45,000 michalong \$40,000 for bonds and deposits, and a reported representative, Wilberta Lippi, is listed for \$54,500. That brings the total investment for Grace, his relatives and associates, to \$142,000.

Other backers of the show in-

ciates, to \$142,000.

Other backers of the show include co-producer Rigby, \$5,500; bis father, Howard Rigby, \$10,000, co-producer Gilkey, \$2,000, James E. Stroock, president of Brooks Custume Co., \$1,000; sonvenir program agent Arthur Klar, \$4,000, producer Mary K. Frank, \$1,000 and theatrical insurance agent David Davidson, \$1,000.

Grace and Rigby are the general partners in the venture, which opens a tryout tomorrow might Thurse; at the Shubert, Boston, and is stared to premiere Dec. 10 at the Imperial, N.Y.

FLT'S NEW 'SCRAPBOOK' IN WEEK'S RUNTHROUGH

New edition of Equity Labracy
Theatre's "Scraphook Productions"
Theatre's "Scraphook Productions"
will be put on a the Lenox Bill
Playhouse, N. Y., today (Wed)
through Sanday (B), Presentation
will meluile entings from "The
Allairs of Anatol," 'The Twelth
Night," 'The Taming of the
Shrew," "Elizabeth the Queen' and
"The Importance of Being Earnist" Ernestine Perrie directed
the offering.
There are currently three
Shakespeare's works, while the
other deals with plays of European origin. An overall total of
the other deals with plays of European origin, An overall total of
the other deals with plays of European origin. An overall total of
the other deals with plays of European origin. An overall total of
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the other deals with plays of European origin. An overall total of
the other deals with plays of European origin. An overall total of
the other deals with plays of European origin. An overall total of
the other origin. An overall total of
the offering.

Astor, scaled at 60c to 3, brings
in a pre-Broadway tryout, Paul
Manie or Chemeter.

Melinda Markey, was adequate as
theffine and Grew, Markey & daughter of Gov. John
the flinted markey, was adequate as
the office of originate a

Margo Jones Opens 8th Dallas Season With 'Way'

to avoid conflict with Columbia Competitive theatres in the vicinity include a well-established amateur group, which operates from around October to May, doing approximately one show a month. The Continued on page 61)

McKenzie to Continue

Dobbs Ferry Operation

**Dobbs Ferry Opera

Chicago, Nov. 3...
There's still a possibility that "Children's Hour," slated to open the Harris Theatre here next Monday 49). may be banned in the Windy City as it had been in 1937 by former Mayor Edward Kelly. Script has already been presented to the Police Censor Board, but the Board wants to see the play onstage before approving or nixing it. It's a big risk for the producers, who may have to pack up the show after only a one-night stand.

Stand.

How much money would be lost if the drama were to be denied its booking here is hard to estimate. Certainly traveling expenses and advertising would be a complete loss as would salaries for east members during the layoff period until another booking could be arranged clewhere. Harriet Watts, Theatre Guild rep here, said she is prepared to refund carly \$20,000 to subscribers if the show is forced to close after the first day.

What is found at

first day.

What is found objectionable, apparently, is that the script deals with rimnored sex deviation "Children's Hour" has had trouble only in one other city. Boston. Not for a good number of years have the crustors banned a legitler in Chi. Last show to incet with disapproval from the Board here was "Respectful Prostitute," four years ago, and that show was permitted to rumaway. In advance of the

Sisters, Daughters Sock Syracuse 'Women' Over; Havoc's Sure Direction

Havoc's Sure Direction

Syrame, Nov. 3

Gypsy Roce Lee in Clare Boothe
Luce's. The Women "directed by
former's sister, June Havoc,
drew the bargest opening right
last week (27) and best anlyamee
sale of the James Ruso-Michael
Ellis winter stocks four vecks so
far at the L150-seat Astor. Miss
Lee put plenty ef bite and scratch
into the role of Sylvia Fowler, and
worked into the reducing-alon
scene the hee-pack recype for firming the boroom "from her "GString Mirder Case" even including a salibrious binop

Featured were Catherine Domoet,
superb as, the woov countess,
Viola Roache, Marvaret J. (Neill,
Ethel Button and Eo ensay Minphy, damiliter of Robert Murphy,
Ast. See of Sylva for the Affans,
All gave pool performance with
chandont import them Limibe Patton as Mirran. He for Miriphy as
Nancy and Mary Doveney 28, the
hamitents Olga Joan Bennetts
and Gene Marke's doughter,
Melinda Markey, was adequate as
Pegry: Another member of the
alt-former ract of 30 was Lily
Lodge doughter of Gov, John
Davis Lodge of Connecticut, onetime actor.

Miss Havoe's first winter direcforial effort after a barn stint, in
a caritains and furnitume setting

Assor, scaled at 60c. to \$3, brings in a pre-Broadway tryout, Paul Mani in R. C. Sherriff's London success, "Home at Seven," for two weeks starting Nov. 10; with Sylvia Sidney in "Bell, Book and Camille" current //3 8 c.

French Rap B'way Crix, Hit-Flop Setup For Parisian Plays; Call U.S. Prudes

Parls, Nov. 3.

Now it's the French drama critics and press who are blaming New York legit reviewers and Broadway's hit-or-flop propensity for the early demise of Parisian plays transplanted to America. Talk has been heightened by recent N. Y. flops of "The Strong Are Lonely," by Fritz Hochwalder, which ran for two years here as "Sur La Terre Comme Au Crie" ("On Earth as in Heaven"), and Andre Roussin's "The Little Hut," which ran here for four years and three in London. ("Hut," which ran here for four years and three in London. ("Hut," closed on Broadway Saturday (31) after three-and-ahalf weeks).

Regarding the faihire of "Hut," Wayne, who costars with years who costars with years who costars with years who costars with years and the search of th

a half weeks).

Regarding the failure of "Hut," the French are claiming that Americans are more prudish than even the English, while also pointing to the paradox of the U. S. accepting such sexy plays as "Tobacco Road," "Streetear Named Desire" and "Pienic." As to "Strong Are Lonely," Victor Francen, who played in both the Parisian and Broadway versions, feels that the play might have succeeded in N. Y. if the producers could have kept it on for a while for word-of-mouth and other response.

French crix also mention other

mouth and other response.

French crix also mention other parisian casualities in the U. S. such as Jean Anonilli's "Legend of Lovers" ("Encydice"), "Ring Around the Moon" ("Invitation An Chateau") and "Cry of the Peacock" ("Ardele"), Jean Bernard Luc's "Le Complexe De Philemon, "Romssin's "Nina," Colette's "Cheri" and the Anna Bonacci, Henri Jeanson "L'Heure Eblouissante" ("The Dazzling Hour").

Top Critles As Czars

Roussin says that three or four

Roussin says that three or four of the top N. Y crix control the destraies of all plays there, said that when his "Nina" opened in N. Y. it was already sold out for three weeks on the name of its star, Gloria Swanson, but after a catastrophic series of reviews many of the people sent back their tickets. He concludes that with the public hogstied by critics, making a play an immediate hit or flop, there is httle chance to have a rich and varied theatre in N. Y.

Conversely, many U. S. hits have gone into limbo here, such as "Harvey," adapted by Marcel Achaid and starring top draw Fernard Gravey; "Mister Roberts," with Claude Dauphin, which got a fast brushoff here; Mel Dinelli's "The Man," various English plays such as "Jane" and many others. However, in spite of this, play exhanges go on and the Parls season will have a flock of U. S. and English plays on the boards this season. "Seven Year Itch" is floundering here, and "Deep Blue Sea" might get by here on the acting of Madeleine Robinson. "The Rope" looks in for a run, as well as "Dial M for Murder." Tennessee Williams has had moderate success the borders is the musical. The French still like the vintage-stilled varjety of musical and their longruns "Le Chanteur De Mexico" and "La Belle De New York" would get short shrift in N. Y. Some seasons ago "Annie Get Your Gun" had a moderate season's run at the big spec house, the Chatelet, here. Though grandiose aspects were added, the mass of the public never did accept the spirited goingson and the fact that there were so many scenes with only two people on the stage. There has been talk of doing "Pal Joey" and "Guys and Dolis" here, which might get the younder set, and perhaps bring about a change in musical concept.

Markova Inked by Cuevas:

To Dance With Metopera

Baller and Alicia Markova left
N. Y. for Europe Sunday 10 to
alpear as grass artist with the Mary
Grass de Cuesas' Grand Ballet de
Marie Carlo. Shell appear with
the tracket in Paris for two weeks,
beginning Nov. 17. She's also been
stand for her first Met Opera, appearance and will dance in N. Y. in
the Fladerniass' performances of
the State and outlet for their enterprises. At present, they have
taken over prominerice in this
field locally from Lillian Powell
long, who is now confining herself to her ticket brokerage firm
after several spotty seasons doubling as entrepreneur.
Last season, they inaugurated a
Celebrity Series which they are
repeating this season with six
events, including appearances by
Jancer was on NBC-TV's Show
of Shows Oct. 24 and is due back
for another video appearance Jan. 2.

Out of London 'Dolls'

London, Nov. 3.

First changes in the cast of the London production of "Guys and Dolls" are skedded for the end of November, at conclusion of the first half-year at the London Coliseum. Feuer & Martin musical preemed in the West End May 28 after a week's tryout at Bristol.

Major changes concern Jerry Wayne, who costars with Vivian Blaine and Sam Levene as Sky Masterson, and Johnny Silver, who Masterson, and Johnny Shver, who plays Benny Southstreet. It's understood that Canadian vocalist Edmund Hockeridge, who was in the Drury Lane production of "Carousel," is stepping into the Wayne part.

Lou Jacobi is reportedly exiting the Liver Lips Louie role.

Europe Seen as Ripe, Wide Field for U.S. Longhairs; Audiences Readymade

A ripe, wide field for both the young American artist and the vet concert performer lies uncultivated in western Europe, according to David Libidins, indie impresario and manager of Vladimir Horowitz, Wanda Landowska and others, Libidins has just returned from a month's survey of towns and facilities in Scandinavia, France, Germany and Italy. He found tremendous longhair activity everywhere, unlike anything here, he says.

Out of 35 towns with state or Out of 35 towns with state or city opera houses or theatres in western Germany, 22 had their houses partially or completely de-stroyed during the last war. Yet music activity is undiminished, with makeshift theatres in use, and presentations and production techniques, way ahead of the U.S.

Europeans in the mass like to go Europeans in the mass like to go to concerts and operas, says Libidins, unlike America. The audiences are there, readymade. Europe is also interested in hearing American talent, vocal or instrumental. If an artist is successful in one place, there's immediate demand for his services elsewhere. Engazements come promptly, unlike the experience of artists over here.

For the young artists, Libidins sees Europe as a fine training ground, to acquire stage experience, check on repertoire, etc. Furthermore, a budding artist can arrange a debut concert in a Euro-pean city for \$250 to \$350, with all costs, like manager's fee, included, whereas the same debut appearance in N. Y's Town Hall would cost \$1,500.

With acceptable publicity from that concert, the artist can receive remunerative dates elsewhere directly after. And he can return to America with a reputation, for a further career here.

New Balto Impresario Team Ups Concert Sked

Baltimore, Nov. 3.

Emergence of David Gilbert and Harry Sheely as local impresarios is giving Baltimore a large number and diversity of concert attractions this season. Four years ago, the team branched out from their finance business when they fronted a Mario Lanza recital. Since that time, they have added more presentations to their slate and opened the Central Ticket Agency to serve as an outer for their en-

Harry G. Smith nostalgically reviews

VARIETY

Tomming on the Old Tent Ground

saga of the lore and tradition of 'Tom' shows

another editorial feature in the forthcoming

48th Anniversary Number

VARIETY

'Rigoletto' Impresses In Bouncy, Crisp Return

To N.Y. City Opera Rep.
Return of "Rigoletto" to the Y. City Opera Co. repertoire at City Center, N. Y., last Friday (39), after a couple of seasons' absence, was most welcome. Under conductor Julius Rudel's bouncy, crisp guidance, the old melodious Verdi warhorse came off again as a lusty, tuneful music-tragedy, examplary in most respects.

Eva Likova, as Glida, was main

im most respects.

Eva Likova, as Gilda, was main onstage reason for its success, revealing a fine well-schooled coloratura and excellent stage deportment. Handling of the "Caro Nome" aria, singer holding herself properly in reserve for the big moments, was a treat to behold as well as hear. Walter Cassel was a vocally, as well as dramatically, effective Rigoletto, although haming things up a bit. Walter Fredericks made a thoroughly acceptable Dirke, with a neat lyric vocal line, although he strained occasionally in the long stretches.

Supporting roles were wel ken, especially by Norman Trei gle as Sparafucile and Richard Wentworth as Monterone. *Bron*.

PLEASANT MAY RETURN AS BALLET GROUP MGR.

Lucia Chase, director of Ballet Theatre, is dickering with Richard Pleasant, co-founder with Miss Chase of the troupe in 1939, to return to it as director or general manager. Pleasant, more recently, has been ln, the legit-concert publicity biz, teamed with Isadora Bennett, who would continue that operation. Prospects look good for the BT deal to go through.

the BT deal to go through.

Troupe will observe its 15th anninext year. Recently returned from a long European trek, Ballet Theatre will open its "American tour Dec. 28 in Philadelphia. But it will put on a one-night gala at the Met Opera House, N. Y., the night before 'Dec. 27, main idea being to raise funds towards next season's anni celebration.

Columbia Artists' French, Ill, Quits Top Exec Post

Ward French, chairman of the board of Columbia Artists Mgt., has resigned that post due to ill health. Early next month he's leaving N. Y. for an extended rest, to shake off effects of an operation last summer. French will still head up the Community Concerts division of CAM, however. Walter P. Brown, a Columbia veepee, has been elected exec veepee of the board, and he and Frederick Schang, Jr., prez of Columbia, will share French's former board duties.

share French's former board duties.
Robert Ferguson, exec veepee of
Community, and Kenneth Alexander will administer Community's affairs during French's absence. Another important Columbia change finds Arthur Judson.
CAM's honorary prez and head of
its Judson, O'Neill & Judd division, returning to the Columbia
board after a three-year absence.

Yale Drama 1-Acters

New Haven, Nov. 3.

Yale Drama Dept, will inaugurate its 1953-54 semester of major productions with a pair of one acters on Nov. 4-7.

"Mogo and the Little People," by Hugh Hill, and "Another Summer," by William Snyder, are the iceby Willia breakers.

Attendance at Eli productions is

Inside Stuff—Legit

Backers of "Escapade," the Alfred de Liagre, Jr.-Roger L. Stevens production of Roger MacDougall's comedy costarring Roger Livesey and Ursula Jeans, include de Liagre's father, attorney Morris L. Ernst, representing an undisclosed client, former actress-writer Nancy Hamilton, and scenic designer Donald Oenslager, \$700 each, orchestra leader-contractor Meyer Davis, de Llagre, attorney Arnold Grant, Louis A. Lottio, president of City Playhouses, Inc., and manager of the Martin. Beck. N. Y., and actress Peggy Wood, \$1,400 each; theatre owner Howard S. Cullman, Saul Lancourt, of Leblang's ticket agency and manager of the 48th Street, N. Y., where the show is to open next week, \$2,800 each; former producer Joseph Verner Reed, \$7,700, and co-producer Stevens, \$14,700. Venture is capitalized at \$70,000, with provession for 20% overcall.

Producer-director Shepard Traube was cleared last week in Flushing (N. Y.) court of a disorderly conduct charge brought by the Long Island R. R. In a written opinion tossing out the case, Judge J. Irwin Shapiro said in part, "If there was any disorderly conduct here, it was upon the servant and agent of the railroad, who, by his actions caused whatever incident happened. It is clear to me from the testimony that the only reason for applying for, and obtaining a summons, and bringing on this proceeding was to try to get the Long Island R. R. out from under an improper and illegal arrest, which has been so held by the judge who passed on that arrest... It was only because the differendant Traube dared to invade the sanctity of the complainant's employment by asking for his number, that the entire Incident subsequent thereto occurred." Traube and his wife were originally arrested in Sayville, L. L. last July 30, on complaint of a trainman. They were en route to Fire Island, N. Y., having just returned from Europe.

Backers of "At Home with Ethel Waters," one-woman show recently presented by Charles Bowden and Richard Barr (producer Herman Levin was also partnered in the project, but withdrew several weeks before the premiere, and returned the financing he had raised) at the 48th Street, N. Y., included actress Fay Bainter, \$500; James E. Stroock, president of Brooks Costume, \$500; TV-radio executive Willson M. Tuttle, \$500; producer-director Martin Manulis, \$500; actress Ona Murson, \$500; producer-francis Curtis, \$500; Lucille Lortel, operator of the White Barn Theatre, Westport, Conn., \$250; production assistant Billy Matthews, \$500; dancer Harold Franklin, \$500; radio-TV writer Elaine Carrington, \$1,000; actor George Keane, \$500; souvenir program agent Al Greenstone, \$500; Queenie Smith, Coast rep, of the Theatre Guild, \$500; producer Joel Schenker, \$1,000; theatrical accountant Charles Renthal, \$500; producer-director George Schaefer, \$500; authoromposer Charles B. Gaynor, \$500, and actor Peter Cookson, \$500, Venture was capitalized at \$25,000.

Film actress Leslie Caron, who will make her Broadway stage debut as a ballerina with Roland Petit's Ballets de Parls in January, is the daughter of Margaret Petit, who danced in Broadway musicals in the early '20s, in "What's In a Name," "Greenwich Village Follies," "Sweet Little Devil" and others. There's no relation between the two Petits. She is the niece of Lucette Caron who covers the Paris fashion front for Ventral Paris fashion front

for VARIETY.

Miss Caron, on four-months' leave from Metro, is now in Paris rehearsing a new ballet, about a modern Sleeping Beauty, which Petthas especially choreographed for her. It will be tried out in London and Monte Carlo before New York. Miss Caron is due back at Metro March 1.

Backers of "Ladies of the Corridor," Walter Fried production of the Dorothy Parker-Arnaud d'Usseau drama which opened recently at the Longaere, N. Y. include the producer himself, \$5,400; Wallace G. Garland, president of Broadway Angels, Inc., representing the investment group, \$3,600; writer Arthur Kober, \$1,800; Gabriel Katzka, former production assistant to Paula Stone and Mike Sloane, \$1,800; Frances Starr, featured actress in the play, \$1,800; songwriter-producer Ray Golden, \$1,800; production secretary Gentrude Applebaum, \$1,500; souvenir program agent Al Greenstone, \$1,200; investor-producer Ethel Linder Reiner, \$1,000; Louis Azrael, columnist of the Baltimore News-Post, \$1,000; Mrs. Lawrence Weiner, wife of the ad agency head, \$900; Mrs Marshall Field, \$900; film theatre executive Edward L. Fabian, \$450, and producer Elaine Perry, \$225. Prospect is capitalized at \$75,000.

Rodgers & Hammerstein are In the throes of casting suitable custodians for a pair of Siamese cats which they have asked Ed and Pegeen Fitzgerald, the radio-TV Mr. and Mrs. team known for their attachment to felines, to supply as a regular prop of "The King and I." Oscar Hammerstein 2d, just returned from London, found the West End company's utilization of a Siamese cat as a stage prop very effective, hence the request to the Fitzgeralds who insisted that a pair would be more humane ("one to keep the other company"), and also that the right cast member—one who knows how to handle cats, which apparently differs from the average dog pet routine—be selected to take care of the Siamese felines.

Touring "Misalliance" is now offering an extra-added attraction. As an afterpiece, Martyn Green, the D'Oyly Carte comedian who replaced Barry Jones in the Broadway revival of the Shaw comedy last season and is continuing in the role on the road, steps out front at the final curtain and gives out with three or four of his famed Savoyard patter songs while the company sits around on the stage set behind him. Green did the Shaw-Savoyard double feature for the first time opening night of "Misalliance" at the Nixon in Pittsburgh last Monday (26) and it was a roaring success, so the act stays in for the remainder of the show's travels.

Claire Drew, currently playing femme lead in Canadian Repertory Theatre's "The Biggest Thief in Town," is the second U. S. player the Ottawa winter stock has imported in four years. She's a young Bostonian who got a few TV jobs in New York last season, modeling the rest of the time. Past two summers she was ingenue with Brae Manor Playhouse, Knowlton, Que.

Hunter Al Fresco Drama To Be Staged in Tucson

Greensboro, N. C., Nov. 3.
Kermit Hunter completed a new outdoor drama, "The Bell and The Plow," which will be produced next spring at Tucson, Ariz.
This will be the seventh production to come out of the U. of North Carolina, where Hunter works and teaches. It will be the fourth for Hunter. Paul Green has done three such shows.

French Govt. Theatres Lockout Nearing End

Paris, Nov. 3 End of the lockout of the Come-e-Française, Opera and Operaoutdoor drama. "The Bell and The Plow," which will be produced next spring at Tucson, Ariz.

This will be the seventh production to come out-of the U. of North Carolina, where Hunter works and teaches. It will be the fourth for Hunter. Paul Green has done three such shows.

The music for the Arizona production, which has been built around the life of Father Eusedio Kino, a Jesuit missionary who died in 1711, is being written by Jack Frederick Kilpatrick, Cherokee Indian composer, who did the musical score for "Unto These Hills."

End of the lockout of the Comedie-Francaise, Opera and Operation you work ago, looks imminent. Brought on by refusal of the stagehands to lay refusal of the

Rain, Convention Dip Dampen Chi; 'Okla.' \$21,400, 'Faces' \$21,100

Rain put the damper on legit early last week, all shows feeling a slight decline as a result. Passing of the big conventions hasn't helped either, though in the main the scene is buoyant.

"New Faces" packs up for the Coast Saturday (7), and "Oklahoma" is slated to leave Nov. 28, but "Children's Hour' and "Misalliance" move in within a few days after the others leave, to keep the spread at three for the remainder of this month. "Seven Year Itch" is looking for a long stay and is asking an \$8 top for New Year's Eve.

Estimates for Last Week
New Faces, Great Northern (27th wk) (\$6; 1,600). Mild \$21,100.

Oklahoma, Shubert (4th wk) (\$5,80; 2,100). Around \$21,400.

Seven Year Itch, Erlanger (6th wk) (\$5; 1,334) (Eddie Bracken).

Down slightly, but profitable at \$22,800.

'DOLLS' OKAY \$35,600 IN NEW ORLEANS WEEK

New Orleans, Nov. 3.
Touring company of "Guys and Jolls" grossed a profitable \$35,600 the Civic Theatre here last teck, the second stanza of a 17-ay stand closing tomorrow night

day stand closing tomorrow night (Wed.), Musical plays the Saenger, Mo-bile, the latter half of this week.

'Hour' \$13,100 in 1st Wk.; 'Ozarks' \$9,000, Detroit

Detroit, Nov. 3.

"The Children's Hour," starring Fay Bainter and Patricia Neal at the 1.482-seat Cass, grossed \$13.-100 in the first week of a fortnight's engagement. Top is \$3.60.

At the 2.050-seat Shubert, "Maid in Ozarks" grossed \$9.000, with another week to go. Top is \$3.60 on twofers.

'Beds' Healthy \$5,875 For 5 Richmond Shows

Richmond, Va., Nov. 3. That perennial chestnut, "Twin

Richmond, Va., Nov. 3.

That perennial chestnut, "Twin Beds," racked up a healthy gross of \$5.875 in a four-night and Wednesday matinee engagement (Oct. 26-29) at the 1.276-seat WRVA Theatre.

The Manny Davis production had opened the previous week in Allentown and Reading, Pa., and most of the kinks had been ironed out by the time it arrived here. Nevertheless, it was pretty obvious that the few updated bits of dialog were not enough to spark the 38-year-old comedy. Davis and director George Lipton took hold after first performance here, eliminated some of the 1915 wheezes, tightened up a pedestrian first act and substituted bits of business that had final audiences in receptive mood throughout the play.

The cast is headed by Kyle Machonnel', John Tyers and Iggie Wolfington who have able assists from Stuart Kerns, Corinne Bissette, Nina Olivette and Marie Foster. Last-named snagged biggest hands through her playing of the maid in broad, Patsy Kellyish style. The show is heautifully costumed and has two thrifty but lasteful sets.

Future B'way Schedule

(Theatre indicated if booked)

Kind Sir, Alvin, tonight (Wed.). Solid Gold Cadillac, Belasco, Solid Gold Cadillac, Belasco, tomorrow (Thurs.).
Solid Gold Cadillac, Belasco, tomorrow (Thurs.).
Sabrina Fair, National, Nov. 11.
Cyrano, City Center, Nov. 12.
Escapade, 48th St., Nov. 12.
Shrike, City Center, Nov. 25.
Kismet, Ziegfeld, Dec. 3.
Richard III, City Center, Dec. 9.
John Murray Anderson's Almanac, Imperial, Dec. 10.
Flame-Out, Dec. 14.
In Summer House, week Dec. 14.
In Summer House, week Dec. 14.
Oh Men, Oh Women, Dec. 17.
Colombe, Dec. 21.
Dead Pirson Dec. 22.

Colombe, Dec. 21.
Dead Pigeon, Dec. 23.
Little Jesse James, wk. Dec. 28.
Stars Person's Backyard, weekec. 28.

Dec. 28,
Sing till Tomorrow. Dec. 29.
His and Hers, Jan. 7.
Phifft, week Jan. 11.
Caine Mutiny Court Martial,
Plymouth, Jan. 20.
By the Beautiful Sea, Feb. 24.
Girl Plnk Tights, Hellinger, Feb. 25.

25. 7 and 12 Cents, March 1.

Current Road Shows

American Savoyards — State, Portland, Me. (9-11); Opera House, Waterville, Me. (2-13); Williams College, Williamstown, Mass. (14).

Caine Mutiny Court Martial (Henry Fonda, John Hodiak, Lloyd Nolan) (tryout) — Arizona Univ. Aud., Tucson (2-3); Liberty Hall, El Paso (4); Munic. Aud., San Antonio (6); Gregory Gymnasium. Austin (7); Music Hall, Houston (8); Waco Hall, Baylor Univ., Waco (9); State Fair Aud., Dallas (10); Munic. Aud., Oklahoma City (11); Agricultural College Hall, Stillwater, Okla. (12); Music Hall, K. C. (13); Arcadia, Wichita (14) (Reviewed in Variety, Oct. 14. 53).

Children's Hour (Patricia Neal

Children's Hour (Patricia Neal. Fay Bainter)—Cass, Detroit (2-7); Harris, Chi (9-14). Escapade (Roger Livesey, Ursula Jeans) (tryout) — Plymouth, Boston (2-7) (Reviewed in VARIETY, Oct. 28, '53). Evening With Beatrice Lillie (Beatrice Lillie)—Shubert, Wash. (2-14)

(2-14).

Flameout (tryout) — Parsons,
Harttord (12-14).
Good Nite, Ladies—Aud., Oakland (2-14).
Guys and Doils (2d Co.)—Civic,
New Orleans (2-5); Saenger, Mobile (6-7); Temple, Birmingham
(9-14).
John

(9-14).

John Brown's Body (Tyrone Power, Anne Baxter, Raymond Massey)—Syria Mosque, Pitt. (2-3); Constitution Hall, Wash. (5-7); State Forum, Harrisburg, Pa. (9); Rajah, Reading (10); Acad. of Music, Phila. (11-13); Rockne Hall, Allentown (14).

John Murray Anderson's Almanae (tryout) — Shubert, Boston (5-14).

(5-14).

Kismet (Alfred Drake) (tryout)
—Shubert, Phila. (2-14) (Reviewed in Variety, Aug. 19, '53).

Love of Four Colonels (Rex Harrison, Lilli Palmer)—National, Wash. (2-14).

Maid in the Ozarks—Shubert, Detroit (2-7); Hartman, Columbus (9-14).

Micallian.

Misalliance - Colonial, Boston

New Faces - Great Northern, Chi

New Faces — Great Northern, Chi (2-7), Oklahoma—Shubert, Chi (2-14), Pal Joey (Harold Lang)—American, St. L. (2-14), Prescott Proposals (Katharine Cornell) (tryout)—Shubert, New Haven (12-14), Sabrina Fair (Margaret Sullavan, Joseph Cotten) (tryout)—Forest, Phila. (2-7) (Reviewed in Variety, Oct. 14, '53). Seven Year Itch (Eddie Bracken)—Erlanger, Chi (2-14), South Pacific (Jeanne Bal, Web Tilton)—Pargamount, Toledo (2-7); Sexton H. S. Aud., Lansing, Mich. (19-11); Kellogg Aud., Battle Creek (12-14), Time Out for Ginger (Melvyn Douglas) — Nixon, Pitt. (2-7); Hanna, Cleve. (9-14). Twin Beds — Aud., Rochester (2-3); Erlanger, Buffalo (4-7); Royal Alexandra, Toronto (9-14).

Current London Shows

London, Nov. 3.

(Figures denote premiere dates)

Affairs ef State. Cambridge (8-21-52).

Airs Shoestring, Royal Ct. (4-22-53).

Anastasia. St. James (8-5-53).

Aren't We All, Haymarket (8-6-53).

Aren't We All, Haymarket (8-6-53).

Bad Samaritan, Duchess (6-24-53).

Bilnd Man's Buff. St. Mart. (10-14-53).

Carrington, V. C., Westminster (7-28-53).

Confidential Clerk, Lyric (9-16-53).

Dear Charles, New (12-18-52).

Dear Charles, New (12-18-52).

Dear Charles, New (12-18-52).

Escapade, Strand (1-20-53).

For Better Worse. Comedy (12-17-52).

Four Winds, Phoenix (9-29-53).

Four Winds, Phoenix (9-29-53).

Four Winds, Phoenix (9-29-53).

Journ and Fair, Palladium (10-7-53).

Clorious Days, Paince (2-28-53).

Living Room, Wyndham's (4-18-53).

Private Life of Welen, Globe (6-11-53).

Private Life of Welen, Globe (6-11-53).

Private Life of Welen, Globe (6-11-53).

Ring Out Bells, Vic. Pal. (11-12-52).

Saagulis Sorrento, Apollu (6-14-50).

Seven Year Itch. Aldwych (5-14-52).

Trial a Error, Vaude (9-17-53).

STEDULED OPENINOS

Israel in Kitchen, Embassy (11-3-53).

SCHEDULED OPENINOS

Israel in Kitchen, Embassy (11-3-53).

Room March, Palace (11-10-53).

Room March, Palace (11-10-53). London, Nov. 3.

Charlotte Greenwood continues her memorabilia in a bright piece

> My First Prize (Pardon) Fight

enother of the many editorial features in the forthcoming

48th Anniversary Number

VARIETY

'Escapade' \$13,900, 'Kismet' 36G, Hub

Boston, Nov. 3.

There were only two entries along Hub's legit stem last week, but each reported okay biz. Topper was "Kismet," its second and final week outgrossing the initialer by a wide margin. Newcomers this week are "Misalliance," starring Martyn Green, which opened at the Colonial last night (2), and the trial run of John Murray Anderson's Almanae slated for the Shubert Thursday (5).

Estimates for Last Week
Feenande, Plymouth (1st. wk)

Escapade. Plymouth (1st wk) (\$3.60; 1.200). Helped by Guild subscription to okay \$13,900. Final week is current.

Kismet, Colonial (2d wk) (\$4.80; \$6. Fri.-\$5at; 1.500). Built to a hefty \$36,000 for final week.

'SIR' BREAKS DC RECORD WITH 2D WEEK \$40,870

Washington, Nov. 3.

Washington, Nov. 3.

Despite press notices which emphasized weakness of the opus, "Kind Sir" broke all house records for a non-musical show at the National Theatre during the fortnight stand which wound up Saturday night (31), play, which drew standees for many performances, grossed \$40.870 for its second week at \$4.80 top. First week yielded \$40.500.

"Love Of Four Colonels" moved

\$40,500.

"Love Of Four Colonels" moved into the National last night (Mon.) for two weeks. Shubert Theatre, dark last week relighted last night with "Evening With Beatrice Lillie." For a single week.

'Misalliance' \$12,000 In Pittsburgh Stanza

Pittsburgh, Nov. 3.

Pittsburgh, Nov. 3.

Pattern for "Misalliance" since it started on tour a month ago was closely followed last week at Mixon. Crix embrace it, everybody who sees the Shaw revival comes away relaxed and entertained, but not enough people buy tickets. Show just managed to hit the \$12.000 mark here, which means there was very little window sale throughout the engagement, since better than \$8.000 of that came in via subscription. \$\theta\$.

House has another subscription

House has another subscription play current, "Time Out for Ginger," goes dark next week, and reopens Nov. 16 with Beatrice Lillie, followed by "Pal Joey."

'Ginger' Snappy \$15,000 For Baltimore Stand

Baltimore, Nov. 3.

"Time Out for Ginger" grossed a pleasing \$15,000 here at Ford's last week. The Melvyn Douglas starrer was the third of seven plays promised to Theatre Guild-ATS

subscribers.
Cancellation of "The Love of Four Colonels" leaves Ford's dark until Nov. 30, when the merger of the Broadway and national companies of "Guys and Dolls" begins travels with a one-week date.

'Story' \$8,200, St. Louis

St. Louis, Nov. 3.
"Detective Story" wound up the first of a two-week frame at the Empress Theatre Sunday (1) with a fair \$8.200. Robert Alda, Frances Helm and Patricia Canty headed

cast.

After three dark weeks the American Theatre relights tonight (Tues.) with a two-week stand of "Pal Joey." In top roles are Harold Lang, Carol Bruce, Beverly Bozeman and Harry Clark. The piece is scaled to \$4.88.

B'way Still Awaits Seasonal Boom; 'Girl' 13G First 5, 'Gently' \$8,800 in 6, 'Sherlock' Brodies in 3-Fold Week

Apparently pre-Christmas is coming early this year. On Broad-way, at least, where attendance ought to be zooming at this period, grosses cased again last week, the second stanza in succession.

ought to be Johning at this periods grosses cased again last week, the second stanza in succession.

Trade held about even early in the week, but took an unexpected dip Friday might '30 and at both performances Saturday (31). Just as in the previous week, there was no apparent reason for the boslowdown, but similar conditions in other cities indicated that the situation was national in scope according to word from London, legit attendance spurted slightly there last week.

There were three closings last week. "Frogs of Spring," "Little flut" and "Sherlock Holmes." Indications are that several other shows may fold within the next week or so unless there is a substantial business upturn. The pre-Christmas slump is traditionally due to start about Nov. 30.

Estimates for Last Week

Keys: C'(Conedy), D'(Drama), C'(Musical Comedy), D'(Drama), O'(Conera), O'(Opera).

Other parenthetic designations refer, respectively, to top prices; number of seats, capacity gross and stars. Price includes 20% amusement tax, but grosses are net: i.e., exclusive of tax:

refer, respectively, to top prices; number of seats, capacity gross and stars. Price includes 20% amusement tax, but grosses are net: i.e., exclusive of tax.

Can-Can, Shubert (26th wk) MC-\$7.20; 1.361; \$50.160). Exactly \$51.000 (previous week, \$50.900).

Dlal M for Murder, Plymouth (53d wk) (D-\$4.80; 1.062; \$22.900)

End As a Man, Vanderbilt (3d wk) (D-\$4.80; 720; \$18.500) (Ben Gazzara). About \$6.800 (previous week, \$6.500).

Fifth Season, Cort (41st wk) (C-\$4.80; 1.056; \$25.277) (Menasha Skulnik, Richard Whorf). Almost \$24.300 (previous week, \$24.700.

Frogs of Spring, Broadhurst (2d wk) (C-\$6.84.80; 1.160; \$29.500). Nearly \$3.100 (previous week, first six performances drew \$6.000); closed last Saturday night (31) after 15 performances, at a loss of around \$70.000 on — \$66.000); closed last Saturday night (31) after 15 performances drew \$6.000); closed last Wednesday (28) to two favorable notices (Chapman, News; Hawkins, World-Telegram & Sun and five pans (Atkinson, Times; Coleman, Mirror; Kerr, Herald Tribune; McClain, Journal-American; Watts, Post; first five performances and one preview drew \$8,800.

Girl Can Tell, Royale (1st wk)

ring in the control of the control o

loss of about \$45,000 on a \$60,000 investment.

Me and Juliet, Majestic (23d wk) (MC-\$7.20; 1.510; \$56,000. Just under \$55,000 / previous week. \$57,000).

My 3 Angels, Morosco (34th wk) (C-\$4.80; 935; \$24.252; Over \$18.000 / previous week. \$18.500.

Plenie Musie Box 36th wk) (CD-\$6.848); 997; \$27.534). Almost \$25,800 / previous week: \$27,-100).

100).

Porgy and Bess, Ziegfeld (34th wk) O-\$6, 1628; \$48,244. Almost \$18,700, including tax oprevious week, \$19,000; closing Nov. 28, to

sterlock 1824,000 (1924).

Sherlock Holmes, Century (1st wk) (D-84-80; 1,645; \$40,000) (Basil Rathbone). Opened last Friday meht (30) to one favorable notice Coleman, Mirror), five pans (Atsinson, Times; Chapman, News; Hawkins, World-Telegram; Kerr, Herald Tribune; Watts, Post) and one ves-sand-no McClain, Journal-American; grossed \$6,900 for three performances and one preview; closed Saturday night (31) at a loss of around \$125,000 on a \$100,000 investment.

South Pacific, Broadway (23)st wk) (MC-86-\$4-80, 1,990, \$44,000)

Martha Wright, George Britton). Nearly \$25,600 (previous week, \$32,000).

Take a Glant Step, Lyccum (6th)

\$32,000).

Take a Giant Step, Lyceum (6th wk) (1)-\$4-\$0, 995; \$22,845). Almost \$11,000 (previous week, \$13,300); Maxine Sullivan went into the cast Monday night (2).

Tea and Sympathy, Barrymore (5th wk) (D-\$6-\$4-\$0, 1,060); \$28,000 (Deborah Kerr). Stantees at all performances again, hearly

all performances again, nearly \$28,300 (previous week, \$28,200),

\$28.300 (previous week, \$28.200). Teahouse of the August Moon, Beck (3d wk) (C.\$6-\$4.89) (1.214; \$31.681) (David Wayne, John Forsythe). Getting the standee limit at all times, but party commissions limited the gross to over \$31.500 (previous week, \$31.300). Wish You Were Here, Imperial (71st wk) (MC.\$7.20) (1.400); \$52.-080). Nearly \$29.200 (previous week, \$35.700); closing Nov. 28, to tour.

week, \$35.700); closing Nov. 28, to tour.
Wonderful Town, Winter Garden (36th wk) (MC-\$7.20, 1510, \$54,-173) (Rosalind Russell). Almost \$55.200 (previous week, \$55.200).

OPENING THIS WEEK
Kind Sir, Alvin (C-\$6-\$4.80; 1.331; \$37.924) (Mary Martin, Charles Boyer). Joshua Logan production, of new Norman Krasna play, opens tonight (Wed); out-of-town tryout notices have been mixed.

Solid Gold Cadillac, Belasco (C-\$6-\$4.80; 1.077; \$28.500) (Josephine Hull). Max Gordon production of George S. Kaufman-Howard Teichmann play, opens tomorrow night (Thurs); tryout notices have been mixed.

Trip to Bountiful, Miller (D-mixed, Trip) (Miller (D-mixed, Trip))

mixed.

Trip to Bountiful, Miller (D-8480, 920; \$21,586) (Lillian Gish).

Theatre Guild-Fred Coe production of play by Horton Foote, opened last night (Tues f; drew mixed reviews out of town

'COLONELS' HOT \$27,300 IN WEEK AT TORONTO

Toronto, Nov. 3

"Love of Four Colonels," with
Rex Harrison and Lilli Palmer,
whammed at the Royal Alexandra
(1525-scater) here for \$27,300 at
\$4 top, tax included, with latter
half of week (29-31) doing sellouts
and turnaway business. On buildup, piece could have stayed another
week or two.

With dearth of traveling troupes,
Royal Alexandra is dark for next
fortnight, with Ernest Rawley,
R. A. impresario, unable to secure
attractions.

'Pacific' Fair \$36,300 For 2d Buffalo Stanza

Buffalo, Nov. 3. ny of "South Pa-Road company of "South Pacific" drew a fair \$36,300 for the second and concluding stanza of its fortnight stand at the Erlanger here, Gross for the initial week was \$39,400.

Rodgers-Hammerstein musical is the Paramount, Toledo, this

'Roberts' \$3,100 in L. A. **Bowout**; Schwartz 3G

Los Angeles, Nov. 3.

Maurice Schwartz's repertory season at the 382-seat Civic Playhouse is the sole leggt standard-bearer this week, following the departure of "Mister Roberts" from the 400-seat Las Palmas after a profitable 19-week run. "Roberts" hit \$3.100 last week for a \$91.500 rotal, figure representing a \$19.110 profit for the stand. Show is being readied for the road.

Schwartz's production of "Mr.

week, \$19,000; closing Nov. 28, to tour.

Seven Year Itch, Fulton (50th wk) (C-\$6-\$4.80; 1.063; \$24,400).

Seven Year Itch, Fulton (50th higher last week, its third full wk) (C-\$6-\$4.80; 1.063; \$24,400).

Plays on Broadway

Ruthard Aldrich & Richard Msers (in account of the Manual Merica) of counsel of the Manual Merica (in the account of the Manual Merica) of counsel of the Manual Merica) of the Manual Merica (In the Address of Marshall Homeson, Den Bertis, Joan Wettmare, Dan 10 Symmaton, Sections, Confedence, Dan 10 Symmaton, Sections, Sections, As Boyale, N.Y., Ott. 29, '53; \$454.09 top (1720) opening).

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Nov 13 London, Ont. No. 14 Pontiac, Mich.

Plays on Broadway

A Girl Can Tell

Buchard Aldrich & Richard Myers (or acceptation web Jadius Fleichmann) personness by F. Hingh Herbert. Features were by F. Hingh Herbert. Features when he had to be the large with the author; setting Start Chane: costimes, Edith Lattweet of Machine Heart Control of the more of the had to be the large with the author; setting Start Chane: costimes, Edith Lattweet of Machine Heart Control of the supposedly irresistible control of the supposedly irr

Gently Does It

Edward Choate and George Ross production the arrangement with Warms Paul) of melodrama in Africa acts six scenes by Junel Green, Features Anthony Oliver, Phyllis Plavah, Jayes Heron, Brenda Bruce Birected by Bretagnes and Green French Bruce Birected by Bretagnes Constitues, Virginia Volland, At Playhouse, N.Y., Oct. 28, 53; \$440 top 165 upennia.

Monica Bare Phyllis Povah Emmie Salabel Taylor Edward Bare Authony Oliver Freda Jefferies Brenda Bruce Charlotte Young Joyce Hecon

There's always a place on Broadway for a good murder meller. But as the Shuhert Alley sages are quick to warn, it's got to be good—real good, "Gently Does It," which the new producer team of Edward Choate and George Ross brought to the Playhou-e last week, is only pretty good, which isn't good enough.

Not good enough for the smash-conscious Broadway trade, that is But some studio wizard could doubtless transform it into an edge-of-the-seat picture, and it's a natural for stock and the extensive amateur market. That limits the potential returns to the subsidiary rights.

The Janet Green opus a London success under the title "Murder (Continued on page 61)

(Continued on page 61)

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Brunswick, Ga , Savannah, Ga.

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St. Cloud. Minn.

Off-B'way Shows

VARIETY

Moon in Capricorn

Miranda d'Anenna & Audrey Hilliard production of drama in three acts (five scenes by James Leo Herlihv. Directed by Miss d'Aneona. Sets and costumes, Joseph Liebling. At Theatre de Lys. N.Y., Oct. 27, 53: 32:80 top.

Del Parker
Norma Winters
Tani Seitz
Paul Stevens Si Mrs. Wilkes Dearne Wilkes Darryl Lung Madame Zoe Bill Walker Madame Zepetrini Policeman Sallor Ilis Girl 2nd Sarlor kes Tan Seit/
R Paul Stevens
Cavada Humphrey
Bigdford Hoxpetrini Gertsude Kinnell
Dana Elear
Lee Hauptimen
Jo Gilberg
Vivian Matalini

Fantasy is a difficult item for playwrights to toy with and James Leo Herlihy's "Moon in Capricora" is no exception. Author nas grooved his script along lines followed by William Saroyan, Tennessee Williams and Truman Capote. Herlihy's use of symbolism gives the work an arty flavor for limited appeal.

Mystic quality of the work by

Hertihy's use of symbolism gives the work an arty flavor for limited appeal.

Mystic quality of the work becomes trying after a while, with eventual windup obvious early in the proceedings. Apparent aim of the play is to point up that there's little chance of survival in present-day society for the innocent and uninhibited. In this instance the individual sporting those characteristics is a young girl who comes to the big city after having been reared in a remote part of a desert region. A ster is supposed to have fallen from the sky and relocated itself in the distaffer's heart.

Some of the dialog and the bit about the star call for a stretch of the imagination. With the girl as his major character. Herliky also focuses on a fortune teller for a fairly interesting study of that person. Involved in this imagery are Tani Seitz as the lass with an astronomical heart. Her portraval falls in line with the tone of the yarn, but her posturing is geared too heavily along ballet lines. It's a difficult role and she deserves credit for holding up as well as she does. Cavada Humphrey gives an intelligent characterization as the crystal-ball gazer. while Paul Stevens is convincing as psychotic ripple being cared for by Miss Humphrey. Del Parker registers sympathetically as a not-too-bright guy with a yen for Miss Seitz's mother while Bradford Hoyt is adequate as a young reporter also captivated by Miss Seitz's charm. Gertrude Kinnell gives show a pleasant lift via an occasionally brief apperarce.

ance.
John Blankenchip's skeletonized sets are impressive. Miss d'Ancona's direction falls in with the spirit of the play.

(Repertory program at the de Lus folded Saturday (31) after five performances of "The Knight of the Burning Pestle" and six of "Moon.")

What's Tp

No Angels, Inc., production of musical in two acts 16 serious with book by Fred Weiss, music composed and arranged by Paul Gasson and lyries by David J. Herzbrun, Staged by Stanley Phillips, Dances, Dick Andros; settings and costumes, Dix Elliott, 34 Provincetown Playhouse, N.Y., Oct. 28, 53, \$2.00 top. Gloris Wallace Lionel Metcalfe Laurence Hadd in Linda Winited Ainslee Eliot Mariner Jack Dabdoub Body Jones Pat Hile Bud Morrison Jan Leighton M. C. Bill Peinter M. C. Bull Peinter County of the County of

Pat Carry
Lionel Metcalife Laurence Hauti n
Lionel Metcalife Winitree Ainsdee
Eliof Mariner Jack Pat Hile
Bod Morrison Jan Leighton
Morrison Jan Leighton
Mindel X Westmacket Joek Little
Senator Herring David Brower
Asst. TV Director Jerry Abramson
Chorus Girls: Gloria Kanakes Jane
Barrs, Jane Hennessey, Helen del Solar
Barrs, Jane Hennessey, Helen del Solar
Crawley, Richard Petrelli, Low Johnson
Crawley, Richard Petrelli, Low Johnson

Plays Abroad

Witness for the Prosecution

London, Oct. 29.

Peter Saunders presentation of dram in three acts by Agatha Christic, Star David Horne, D. A. Clarke-Smith, Patricel Hessel, Derek Blomfield, Directed by Wellare Boudlas, Sets, Michael Weight, Advice Carden, London, Oct. 28, 52, 22, 28

lace Douglas. Sets. Michael Weight.
Winter Garden, London, Oct. 28. '53; \$2.20
top.
Greta Rosalie Westwater
Carler Walter Horsbruch
Leonard Volle Derek Blomfield
Sir Wilfrid Roberts David Horse
Inspector Hearne David Raven
Detective Kenn Kennedy
Romaine Patriel Jesel
Clerk of Court Philip Holles
William Court Philip Holles
William Court Philip Holles
William Court William Philip Holles
William Court Usher Nicholas Tannar
Warder Denzil Ellis
Hudge's Clerk Da Muir Little
Policeman David Hamewood
William Court William Court Hamewood
William Court William Court Hamewood
William Court William Rosemary Wallace

Appetit Christie's Latest Crime

Agatha Christie's latest crime meller is a taut, intelligently-developed piece of theatreeraft which keeps the suspense humming until the last five minutes. But because of the accepted stage convention that crime must not pay, it ends on a false, somewhat incredulous note. Apart from this, it looks like a safe b.o. proposition, although the big operating nut will necessitate near-capacity biz to keep it in the black.

The cast of 30 is one of the

keep it in the black.

The cast of 30 is one of the biggest ever used for a thriller of this type; there are several non-speaking parts which could have been written out of the script, but their inclusion gives an added touch of realism to the highgrade atmosphere created by the authoress. This is a two-set production with an outstandingly good reproduction of the Old Bailey, where more than half of the action takes place.

The plot is conventional account.

more than half of the action takes place.

The plot is conventional enough but Miss Christie has introduced some lively twists and succeeds in inculcating it with a fresh took. A young, personable man is accused of murdering a wealthy spinster who had recently made a will in his favor. The prosecution case rests on the evidence of two women. One is his foreign-born wife who samashes his carefully prepared alibi and the other, the dead woman's housekeeper, whose testimony is effectively demolished by the defense attorney. The first twist comes when the wife confesses to perjury and this is convincingly done, but the final bit of melodrama, after the "not guilty" verdict, does not stand up to analysis.

Main strength of the production

werdict does not stand up to analysis.

Main strength of the production rests in the astutely-written trial scene and, particularly, through the realistic performances of the cast. This part of the play is staged with complete integrity and provides a faithful account of an Old Bailey trial. It is crowded with drama and suspense. Despite the big cast, the main burden is borne by a handful of players, particularly by David Horne and D. A. Clarke-Smith as the opposing attorneys, Derek Blomfield and Patricia Jessel as the accused manand his wife, Milton Rosmer ås the lawyer and Percy Marmont as the judge. There is also a rich portrait by Rosemary Wallace, who is intriguingly billed as "The Other Woman."

Play has been directed with commendable crispness by Wallace Douglas, with excellent decor by Michael Weight.

Blind Man's Buff

Blind Man's Buff

Frances Day, Lid., production of drama in three acts by Ernst Tuller and Denis Johnston. Stars Ernst Tuller and Denis Johnston. Stars Ernst Tuller and Denis Johnston. Stars Ernst Tuller and Denis Price. Directed by Robert Landon.

M. St. Martin's Theatre, Landon. M. St. Martin's Theatre, Landon. The Trank Chavasse. Elzahoth Allan Directed Charles Hollingshead Elizahoth Allan Denis Landon. The Landon. The

For her first managerial venture, Frances Day chose this old play by Denis Johnston, adapted from the German of Ernst Toller, which was staged in London in 1936 and more recently in Bristol, Criminal trials are apt to be tedious and

this one sticks faithfully to the o'd formula. It is a good propagand's weapon in favor of the abolition of capital punishment, dealing with the discovery of a man's innocence after his death sentence for murder has been commuted to life imprisonment. It had a warm reception and should have a limited run on the reputations of the authors and stars Elizabeth Allan and Dennis Price.

Most of the interest centers on the legal battle between opposing counsel and the technical loopholes almost amounting to a triumph of law over justice. The two main characters are unaccountably dull, the authors having served the minor roles to better advantage.

Dennis Price, of necessity, spends much time in silence during the protracted court scene while Elizabeth Allan, as the other doctor, has scant opportunity to gain sympathy as a woman between the clinical coat. Best of the support comes from Douglas Wilmer and Hugh Manning as the opposing attorneys, John Phillips as the state solicitor, Alan MacNaughtan as a pathologist, Newton Blick as the judge and Wilfrid Brambell, as

Four Winds

Raiph Birch Productions presentation of drama in three acts by Alex Atkinson, Stars Betty Anne certs by Alex Atkinson, Stars Betty Anne Stars Betty Anne Common Athermatic London, Sept. 29, 53; \$2.15 (up. Miram Ritchie Pegsy Evans Jimmy Whalen William Kendall William Ken

Ralph Birch, a provincial thea-treowner, makes his debut in West End engagement with a murder meller of indifferent quality, which (Continued on page 61)

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CAB CALLOWAY

Sportin' Life "Porgy and Bess" 30th Week, ZIEGFELD, NEW YORK

"Cab Calloway's 'Sportin' Life' is a memorable figure of evil and revelry—all grace in style, all villiany under the surface."

- Brooks Afkinson, New York Times

Mgt.: BILL MITTLER, 1619 Breadway, New York

"What's, Up" is a weak entry even for an off-Broadway house functional has little to offer in the way of professional entertainment. Timer has a meagre plot and is practically completely ineffectual in the song department. A science fiction mag's fostering of a rocket trip to the moon provides the basis for this offering. Spotted throughout two-acter's 16 scenes are approximately 20 times and several sequences. As is generally the case with off-Broadway tuners, music is delivered via a two-piano setup, with Paul Giasson and Natalie Charlson at the keyboards. Tunes, composed by Giasson, have an occasional lift but for the most part don't connect with a captivating beat. David J. Herzbrun's lyries lack spark, while Dick Andros' dance fail to impress, Latter, however, has to pattern the footwork to meet the restrictions of a small stage. Jack Dabdoub is prominent both in acting and piping categories. Pat Hale has the proper form to fill the requirements of her eye-appeal role, Dix Elliot'ts sets are adequate and apparently were put together on a slim budget. Attention: THEATRE OPERATORS-PROMOTORS-SPONSORS Now Booking-Spring, 1954 In Preparation "Brigadoon". Available after Feb 15 for Texas and West Coast. DEC. 25TH "ANNIE" available for N.Y., Conn., Mass., Pa., Va., M2 ROBERTS available for III., Wis. JAN. 10TH Write now for detailed information-STANLEY WOOLF 1697 B-cadway, New York 19, N. Y.

Plays on Broadway

Gently Does It

Mistaken," is another cat-and-mouse yarn out of the "Night Must Fall" pigeonhole. It gets away fast sy the slick young homicidal maniac pulls off a perfect murder in the first scene, but lapses into a gab-lest in the six-scene second act and ignites into an over-compli-cated and slightly incredible fireorks finale.

In this version of the familiar slaughter-of-wealthy-dames routine, the loquacious second act provides the variation, as the down-to-earth young second wife outmaneuvers the money-motivated culprit. Even so, "Gently Does It" is practically inundated with unatached dames who yen to run their tached dames who yen to run their jingers through the innocent-seeming fiend's tousled mane. Some-how, though, the yarn seems just a little predictable and stubbornly

nuscarey.

Perhaps the show might have been saved by better casting and tauter, higher-voltage staging. Anthony Ofiver, brought from England for the assignment, is properly tense as the coin-crazy killer, with a lithe way of moving and a reasonably menacing air. But the illusion was ruined for one first-nighter by the actor's unganny resemblance to the actor's uncanny resemblance to film-TV comic Alan Young-al-though he's not as funny as the

latter.

Brenda Bruce, another British importee, is excellent as the forth-right second wife, an ex-barmaid whose husband left her with a bankroll and who knows how to take care of it. Joyce Heron, also brought from London for the show, is attractive and plausible in the not-entirely-credible role of the slayer's intended third-act victim.

Mabol Taylor is effective as a

Mabel Taylor is effective as a dotty and dutiful old servant, but Phyllis Povah seems stitted as the doting spouse who gets bumped off for the first-scene curtain, and Andrew Duggan seems unnecessarily stiff as a suspicious attorney. George Jenkins has designed a suitable ominous, heleous living room setting with lighting that George Jenkins has designed a suitable ominous, hdeous living room setting, with lighting that varies according to the dramatic level of the various scenes. Hobe.

Sherlock Holmes

Bill Doll production of melodrama in three acts (seven scenes) by Ouida Rathione, based on original stories by Arthur Cotlan Dayle, Slars Basil Raihbone; reacters Jaruita Novotna, Thomas Gomer. Cotland Dayle, Slars Basil Raihbone; reacted to the Cotland Cotland Dayle, Slars Basil Raihbone; reacted to the Cotland Dayle, Slaver Chester State, Cotland Cotland

	John Dodsworth
Arthur Cadogan W	est. Richard Wendley
Lady Hope	Eileen Peel
Eduardo Lucas	Gregory Morton
Anna	Margit Forssgren
Count de Rothiere	Chester Stratton
Frene Adler	Jarmila Novotna
Walker	Terence Kilburn
Lestrade	Bryan Herbert
Miss Dunbar	Mary Orr
Andrew	Evan Thomas
Frof. Morlarty	Thomas Gomez
Hugo Oberstein	Martin Brandt
Capt. von Herling	Ludwig Roth
Trince Bulganin	St John Philline
thegson	Arthur & Stenning
Villard	Alfred A. Hesse

This new "Sherlock Holmes" is

This new "Sherlock Holmes" is likely to be a quickie. It's not for Broadway, or for the theatre at all, for that matter. Not even stock or the amateur market. Just enter it in the records as another hopeless, costly failure.

This dramatization by Ouida Rathbone, starring her husband, Basil Rathbone, in the character he played so long in films and on the radio, is based on the original stories of Arthur Conan Doyle, However, it's not to be confused with the similarly-titled meller by the late William Gillette in collaboration with Doyle, which served as a stage vehicle for Gillette from 1099 intermittently until 1932.

Even if this new "Sherlock' held interest as a story, it would be impossible commercially. It is not only a ponderous adaptation, with unnecessary, delaying flashbacks and locale changes, plus unexplained plot twists, but a catalog of hackneyed dramatic devices and an anachronistically large cast. It also requires such a heavy physical production, with various large and small sets, including the elaborately-backdropped finale, that the show had to be booked into the barnlike Century, where even a good straight play would have trouble overcoming the acoustics and the cold surroundings.

The yarn opens, properly enough in the celebrated sleuth's Baker. Even if this new "Sherlock" held interest as a story, it would be impossible commercially. It is not only a ponderous adaptation, with unnecessary, delaying flasibacks and locale changes, plus unexplained plot twists, but a catalog of hackneyed dramatic devices and an anachronistically large cast, it also requires such a heavy physical production, with various large and small sets, including the elaborately-backdropped finale, that the show had to be booked into the show had to be be bear the show had to be bear the show had to be be bear the show had to be bear t

espionage plot that skitters to the scene of a spy's murder, a concert singer's dressing room, back to Baker Street, an espionage rendezous and finally to Prof. Moriarty's castle-like chateau in the Swiss Alps, with incidental flashback digressions to other locales.

lasticated by the control of the con

tedious evening.

Under Reginald Denham's stilted direction, Rathbone is only occasionally brisk and authoritative as the illustrious gumshoe, but although he presumably should be able to play the role virtually in his sleep, he frequently fluf's lines, and seems awkward and ill-at-case, miss Novotna is pleasant enough in the out-of-place part of the counter - espionage diva, and Thomas Gomez, apparently about 100 pounds heavier since going to Hollywood several seasons ago, adds an effectively dimensioned portrayal of the nefarious Moriarty.

There are surprisingly accept-

adds an effectively dimensioned portrayal of the nefarious Moriarty. There are surprisingly acceptable under the circumstances) performances by Jack Raine as Dr. Watson; Elleen Peel, imported from London for the relatively small role of a titled lady with a past; Elwyn Harvey as Holmes' admiring landlady, Mrs. Hudson; Gregory Morton as a blackmailing adventurer; John Dodsworth as a careless naval minister, and Terence Kilburn as spy ring's hysterical catspaw.

Stewart Chancy has provided enough scenery, costumes and lighting to fill a warehouse, Pressagent Bill Doll makes his producer debnt with the show.

(Closed Saturday (31) after three performances). Hobe.

Goldovsky OK Laughton Sub on 12 Hours' Notice

Kansas City, Nov. 3 Charles Laughton was forced Charles Laughton was forced by illness to forcego a lecture date on the Thursday Morning Series here last week, but the show went on despite an eleventh-hour cancellation. Boris Goldovsky proved a cheerful substitute, although he wasn't contacted for the date until 12 hours before curtain time.

Mrs. Ruth Seufert, manager of the Thursday series, had played Goldovsky and his opera troupe on her regular Celebrity Series in the Music Hall the previous Friday evening and knew he was in the

her regular Celebrity Series in the Music Hall the previous Friday evening and knew he was in the vicinity. When she finally located him at Lawrence, Kans., she drove the 40 miles and returned with him after a concert at the U. of Kansas

after a concert at the U. of Kansas there.
Goldovsky filled in with a pianolecture program, evidently to the satisfaction of several hundred women who regularly turn out for the music-lecture scries. Laughton is due to fulfill the date in January. He cancelled after suffering exhaustion following a date at Wesleyan U., Delaware, O.
The Thursday scries here is sponsored by the Kansas City Musical Club and the Smith College Club. It meets in the Plaza Theatre in the midtown section.

in the midtown section.

Pro Actors Join Locals In Youngstown Setup

'Mutiny' \$31,700, Frisco

San Francisco, Nov. 3.
"The Caine Mutiny Court Mar-tial" opened at the Aleazar last Monday (24) to rave reviews, with SRO tollowing opening-night per-tormance.

formance.
Estimate for Last Week
Caine Mutiny Court Martial, Alcazar (1st wk/ iD-\$4.80; 1,142).
Sock capacity \$31,700.

Plays Abroad

Continued from page 60

Four Winds

is given a much-needed boost by a firstrate rost. It has mild prospects for a profitable season and is a doubtful starter for the Broadway

The setting for the thriller The setting for the infiner acting in a lonely part of the Yorkshire moors. But the main trouble is that the story takes so lorg in coming to the point. The fact that a murder has been committed isn't revealed until the curvin is coming down on the second tain is coming down on the second act and, by that time, there is not much mystery left.

much mystery left.

The murdered woman is the wife of a village dector who has a bad reputation and is known to have had affairs with several married men. Play opens with the arrival of the dector at the cottage walting to challenge the owner for having broken up his home. The owner, a young writer, is not at home when the doctor calls, but for the best part of the two acts the doctor taunts his wife and threatens to shoot the husband on his return.

There is some comedy relief

There is some comedy relief contributed by two characters who have little to do with the basic plot. These two parts are richly filled by William Kendall and Patricia

by William Kendall and Patrica Cutts.

Betty Ann Davies gives an interest thoughtful study of the writer's wite who learns the hard way of her husband's infidelity, although loyally standing by him when he is a murder suspect. Frank Lawton acutely suggests the neurotic doctor but displays a tendency to overplay the character. Peggy Evans gives a delightful performance as an evacuee maid and Roderick Lovel! the writer) plays a difficult part with sensitivity, Minor roles are nicely filled by Nancy Roberts, Raymond Francis and Colin Dudley.

Nyro.

Wege Des Zufalls (Ways By Accident)

Berlin, Oct. 15.

Berlin, Oct. 15.

Berlin Festival production of comedy in two acts by Karponduction of comedy in two acts by Karponduction of comedy in two acts by Karponduction of Comedition of Comed

This is one of the most charming comedies to play at this theatre in many months. Written by actress Karin Jacobsen, who also has the femme lead, "Ways By Accident supplies witty dialog with sophisticated undertones plus many funny situations. It likely will run here for a long time.

for a long time.

Plot concerns a married couple planning to get a divorce. In the introductory piece, both talk about their past, with the scene flashing back to tive localities of previous years. This provides the five acts, in which their romance and ultimate marriage is retold. Back to the original scene both recognize that they are meant for each other and forget about the divorce.

An executionally fine cast car-

Legit Bits

Jill Kraft will be in Jose Ferrer's revival of "Cyrano de Berrer's revival of "Cyrano de Berrer's revival of "Cyrano de Berrer's playing Nov. 11-22 at the NY. City Center Jose Vega, stage manager of the Chicago company of "Seven Year Itch." was in New York over the weekend. Met with the Stage manager of New York over the weekend and West will be stage manager. Ben Washer pressagent and Sam Sehwartz general manager of Cheryl Crawford's production of "Oh Men. Oh Women". Hallie Erskine, former photog and tashion editor of Glamour mag. is now assistant to producer Roger L. Stevens. Faith Brook, last seen in the U.S. in the touring company of "Dial M for Murder," will be the femme lead in the new Charles Morgan play, "The Burning Glass," due in Loudon next February.

Frederick Knott, author of "Dial M for Murder," will be made of the Morgan Play of the Morgan P

Frederick Knott, author of "Dial M for Murder," will be married Nov. 14 in London to American actress Ann Hillary When Jerry actress Ann Hillary . When Jerry Wayne was ill last week, understudy Robert Arden played the Sky Wasterson part in the London production of "Guys and Dolls" It was hot enough in the Playhouse, N.Y. during last week's premiere of the nurder meller, "Gently Does It," to melt a homicidal maniac's heart League of N.Y. Theatres has engaged attorney Ralph E. Becker to mastermind a campaign for the repeal of the 20% Federal admission tax.

Maxine Sullvan, who exited the cast of "Take a Giant Step" because of illness during show's out-of-town tryout, returned to the play Monday (2), taking over the role held by Dorothy Carter ...
Herman Levin contemplating another edition of the "Ziegfeld Folles" for next season ... French import planned for Broadway production during the fall of 1954 by John Huston is Jean Anonith's "Alouette" ... "My Three Angels" originally skedded to close Nov 30, is extending its run through Jan. 2 prior to touring under Theatre Guild auspices.

Richard Aldrich and Richard

is extending its run through aan. 2 prior to touring under Theatte. Guild auspices.

Richard Aldrich and Richard Myers have add, d. The Fancy Dancer," David Lord's adaptation of his novel of their production same name, to their production state with the playwright skedded as director... Dorothy Natter will bow as a Broadway producer with her presentation of Jean Lowenthal's "Sing Till Tomorrow," which will be directed by Basil Langton and is slated for a Dec. 29 opening Leonard Mendlowitz, of the Pittsburgh Sun-Telegraph drama department, in town last week to catch the current crop of shows..., New Dramatists Workshop will present Henry Misrock's "Godl Had Seven Days" Nov 13-14 at The American Academy Theatie. N. Y., under Edward G. Greer's direction..., Robert Ryam will make his first New York stage appearance since his 1941 performance in "Clash By Night" in the Phoenix Theatre's production of twe plays to be put on at the theatre, where the top salary will be \$100 a week... Denny Heach, who for the past four years has been with the Howard Hoyd agency, has joined Mercury Artists Coip as head of agency's legit department.

ment.

Ted Moore, set designer for the Ted Moore, set designer for the Berks Players, summer group at Green Hills Theatre. Reading. Pathas joined the new Masque Theatre at Denver, Col. Moore will soon be joined by two of the Berks Player's thespians, Charles Shulte and Carl Wagner.

Menachem Rubin, producer and star of the Parkway Theatre, N. Y. Yiddish play, "In Every Home," has bought a new comedy by

their past, with the scene flashing back to tive localities of previous years. This provides the five acts, in which their romance and ultimate marriage is retold. Back to the original scene both recognize that they are meant tor each other and forget about the divorce.

An exceptionally fine cast carries off the piece well. Actressauthoress Miss Jacobsen and Carl Heinz Schroth (who is her husband) portray the married couple, and turn in delightful performances. Also contributing to the smooth tempo are Werner Fuetterer, as a snobbish author; Mahe Jaeger, as a British diplomat; Walter Werner, as the butler; and Hans Zesch-Ballot, the blackmarketer, Schroth deserves additional latterles for his fluent direction which never permits a dull anoment. Vistoria von Schack created the tasticul setting.

This will probably emerge as one of the most commercial prospects of the season. It also appears to have possibilities for the N.Y. stage, and might furnish the basis for a film.

Benida Records, Dewey Bergman's new indie label, has pacted Willle Gibson & His Boys, instrumental combo, Group is a local Indiana outfit and will be making its wax debut via Benida.

promising to solicit more contribu-tions of the sort from her friends.

tions of the sort from her friends,
Herb Carlin off to Coast in alsance of "New Faces". Alliee
Ghostley steps hack into "New
Faces" cast this week prior to the
filming in CinemaScope. She'il
continue fouring with the show
afterwards: Johnny Conrath, son
of Loyola U. drama instructor John
Bettenbender, debuts as the young
son in Chi's "Seven Year Itch"
Charles Durand, Ny, stage director for "Seven Year Itch," survexed Chi production last week.

'Hour'

Continued from page 57 =

out a case for the respectability of "Children's Hour."

"Chridien's Hour."

Theatre Gulld ordinarily makes no refunds on proposed shows that tol to play here, though they would not this case if the play were nixed. The Gulld is looking for a show to replace "Love of Four Colonels." which closed prior to its scheduled opening here, and may also have to replace "Time of the Cuckoo" and "Crucible". replace "I "Crucible,

Do-Or-Die Stand For 'Hour' in Cht

Detroit, Nov. 3.

Because of a local law limiting public appearances of children inder 14, two cast changes are being made in "Children's Hour" for the Children engage. ing made in "Children's Hour" for the Chicago engagement opening next Monday 19). Authoress Lil-lian, Hellman, producer Kermit Bloomgarden and stager Del Highes were here last week from New York to hold rehearsals with the revised company,

Principal change involves the entry of Iris Mann as Mary Tiltord, the villanous moppet role she played on Broadway last season. She's succeeding Janet Parker, who's moder the age limit and has to withdraw, Carol Sinclair is succeeding Dorian Lane as one of the other girls.

Production had been slated to play Chreinnati next week and St. Louis the following stanza, but due to disappointing business those bookings were dropped in favor of the do-or-die stand in Chicago, Show is currently in its second week at the Cass here.

week at the Cass here.

Miss Hellman, who recently returned from a film writing start in
Europe, was in Cleveland two
weeks ago to see the meller and
hold a checkup rehearsal. She
staged the revival for Broadway
last season, but Hughes handled
the direction for the tom. Patricia
Neal and Fay Balinter are costarred
in the production, with Priscilla
Gillette in the role played in New in the production, with Priscilla Gillette in the role played in New York last season by Kim Hunter,

Arena

Continued from page 57

Arena productions, incidentally, run for three weeks. Some tonring shows are booked locally and during the summer Arena presentations have to vie with offerings put on at the Famous Artists Country Playhouse in East Rochester.

Resident company usually runs Resident company usually runs about 15 performers, with Miss Chernuck and Lerman aided by two assistant directors. Production of "Kilgo," incidentally, begins Nov. 24 and run through Dec. 19. Play was previously produced at the Barter Theatre, Abington, Va., last year.

Va., last year.

"Glgi," which opened the Arena Theatre's fourth year here three weeks ago, did a brisk \$5,000 for 17 performances at the 300-seat theatre-in-the-round. First week was one of the best in theatre's history at 70% of potential. Scale was \$1.90 and \$2.40.

George Kelly's "Fatal Weakness," directed by John Sedwick, will be unveiled tonight (Tues.) by the local Equity company. The shows are produced by Dorothy Chernuck and Omar K. Lerman.

'Eternity' to Aussie Record

"Here to Eternity" (Col. in its first week here at the State grossed \$23,300, new high for Australia and New Zealand.

Film played with prices upped 10c. above normal.

"Greatest Show on Earth" (Par) at Melbourne State held the old

Metro scripter Helen Deutsch in Gotham for an Indefinite stay. Third annual press party of N.Y. Publicists Guild at Hotel Astor, Nov. 13.

Nov. 13.

Irving Berlin, accompanied by his wife, flew to Nassau for a vacation over the weekend.

Deanna Durbin and her producerhusband, Charles David, en route to Paris on the He de France.

The Gilbert Seldes' actressdaughter, Marian Hall, engaged to marry Julian Claman, ABC-TV producer.

The Gibert Setues as dupther, Marian Hall, engaged to marry Julian Claman, ABC-TV producer.

Col. Charles E. Rochester, prez of the Hotel Lexington, trying to organize a N. Y. chapter of the Kentucky Colonels.

Mort Nusbaum, former pix exploiter in N. Y. and now a declay over WHAM-TV, Rochester, N. Y., engaged to Virginia Lee Smith.

Concert pianist lona Kabos and Metopera import Della Casa, who debuts this season, in from Europe Monday (2) on the Queen Mary.

Al Burks, of Rock Hills, S. C., formerly veteran publicist for Metro and others, in N. Y. Memorial Hospital for an operation.

Metro and others, in N. Y.
Memorial Hospital for an operation.

Leslie Caron to Paris to study
with Roland Petit and will return
in a few months with his ballet
company which will open in New
York.

Planist Teri Josefovits, booked
for indefinite run at Billy Arnold's
Rendezvous, Paramus, N. J., after
an 11-month repeat stand at Doran's, Bronxville, N. Y.

Helsinki Chorus of 60 arrived by
air Sunday (1) for a 35-date U. S.
tour the next six weeks under Columbia Artists Met. aegis. It opens
tonight (Wed.) at Yale U.

Jeanne Toomey, ship news reporter and conductor of the "Harbor Lights" column of the Brooklyn Eagle, resigned to become general executive aide to Ed & Pegeen
Clss and Ben Henry to the Coast

Fitzgerald.

Clss and Ben Henry to the Coast tomorrow (Thurs.) for a brief holiday and due to sail back to London the end of the month in time to greet a third grandchild, the first to their son, Bill.

Frank ("Bunny") Allen, white hunter who led the safari for Metro's "Mogambo," to England following a bally tour in the U.S. He'll remain in Britain a month before returning to Nalrobi.

Lois Wilson, formerly a longtime resident of Spain, flew out of Madrid over the weekend to make a bilingual picture. "The Boy and The Bull," for the King Bros, same version to be shot in English and Spanish.

Robert E. Lee in to rejoin his scripting pard, Jerome Lawrence, with an eye to completing the musicallzation of James Hilton's yesteryear bestseller, "Lost Horizons," which will probably have a Victor Young score.

Montagne (Monty) Salmon, exec director of the Rivoll Theatre, N. Y., has been made an honorary member of the 20th Century-Fox Family Club. That's the first time an individual not with 20th has been thus honored.

Irma Dubowa, dramatic soprano, last known address 60 W. 110th street, as of 1939; sang over the non-individual not with 20th has been thus honored.

Irma Dubowa, dramatic soprano, last known address 60 W. 110th street, as of 1939; sang over the rother, Lonija Ozols, a DP from Latvla. Latter's address, 5102 Wayne Ave. Philadelphia 44, Pa. Loew-Metro legal business keeping attorney Julian T. Abeles longer in London than anticipated, so his wife. Rose, flew over this past weekend to join him until he clearances chore currently engaging him in the British capital. (Details in Music.)

Joe Lilly, ex-N. Y. World-Telegram staffer, combat officer in World War II, publicist for Skouras Theatres, etc., resigned his p.r. post with the State Rent Control Commission to become public relations coursel to the Real Estate Board of N. Y., of which Clinton World War III, publicist for Skouras Theatres, etc., resigned his p.r. post with the State Rent Control Commission to become public relations coursel to the Real Estate Convright Society of USA.

Hy Gardner, himself a Broadway columnist (Herald Tribune), has new subjective respect for the clan because of the large interest a premature item about his possible nonputalization for minor surgery, in Ed Sullvan's News pillar, commanded. He even got flowers on strendth of the item. Gardner is deferring the operation, a minor such action of the item. Gardner is deferring the operation, a minor post-Arrive tempileation, another week or two.

Michael O'Slica, newly appointment of the control of the c

withdrew from weekly ABC "Celebrity Table" interview-alrer with Earl (Celebrity Service prexy) Blackwell stepping in. Dorothy Gulman, O'Shea's former publicity partner, took over his longtime indie account, Bruno's Pen & Pencil steakery, when the MPTV appointment materialized.

Boston

By Curt Elie Teddi King into Storyville

Teddi King into Storyville
Nov. 9.
Jane Dulo in return date at the
Moulin Rouge.
Julius LaRosa opens five-day
stint at the Met Nov. 5.
Ruth Wallis slated for Bradford's Carousel Room, starting
Nov. 23.
Thrush-pianist Jo Thompson
switched from the Torch Room of
the Glass Hat Club to the 1-2-3
Club.

Club.

Michele Morgan in town for day, plugging her new pic, "Seven Deadly Sins," now at the Ken-

more.

George Wein booked "Festival of Modern American Jazz" including Stan Kenton band, Erroll Garner Trio, June Christy, Dizzy Gillespie, Slim Gaillard, Stan Getz and Candido, for two concerts at Symphony Hall Nov. 9.

Paris

Bill Coleman orch scheduled for two concerts at Cluny Palace. Robert Bresson to lense Claudel play, "Tiding Brought to Mary." Colette Marchand out of Roland Petit's "Ballets de Paris" for film stint

play, "Tiding Brought to Mary,"
Colette Marchand out of Roland
Petit's "Ballets de Paris" for film
stint.

Gerard Philipe and Simon
Simone to Tokyo for French Film
Festival.

Haæl Scott recitaling at the
Saile Gaveau and also appearing at
Drap D'Or.

Sury Delair back to pix for the
first time in three years in "La
Belle Hortense."

Kirk Douglas, with filming of
"Ulysses" completed in Rome, here
for French dubbing of "Act of
Love," two-language pic directed
by Anatol Litvak.

Serge Golovine made bow as
choreographer with "Red Fire,
Green Fire," new item in program
of Marguis de Cluevas ballet which
preemed at Empire last week.

About 25% of the pix now being
made here are in color, a big increase over previous years which
had only 18 color films produced
here during the last six years.

3-D without spees may be unveiled here at one of the first-runs
in December at the same time as
the opening of "The Robe." This
is the Gallic bid for gimmick
appeal.

After confabs here pre-release
of "Here To Eternity," Jack Cohn
has settled for the book's title.
"Tant Qu'll y Aura Des Hommes"
"As Long As There Will Be Men")
for pic here.

Apollo becoming a subway circuit legiter here with reprises of
three past hits on the agenda.
Jacques Devals "Ce Soir A Samarcande." "The Heiress" and Albert
Hungarian dancers from the
Moscow Ballet, Nora Kovach and
Istvan Rabovsky, are such a suceess here with the Roland Petit
Ballet that Petit decided to take
them along on the U. S. tour in
January.

Copenhagen

Copenhagen

By Victor Skaarup

Lubitsch's old film, "Heaven
Must Wait," a hit at Triangel.

American troupe, The Players,
doing "The Glass Menagerie" at
Folketeatret.

American Negro Ballet playing
the Nygade Teater with the show
"Black Rhapsody."

Danes have so little interest in
3-D films that a new one was
preemed at a suburban theatre.

Jacob Gade, 75-year-old composer of famous tango, "Jealousy,"
gave \$4.000 to Assn. for Help To
Homeless Animals.

Actress-manager Lily Broberg at
Frederiksberg Theatre has season's biggest hit in "White Horse
Inn" with Hans Kurt.

Ireland

London

bers moving their Press Club of Cleveland into new downtown quarters above Gay Ninetles Club. Executive committee of Theates Restaurant Owners of America huddled at Herman Pirchner's Eldorado Club last week to discuss drive against 20% amusement tax. Herbert Elwell, composer and Plain Dealer music critic, had nis new symphonic work titled "Forever Young" preemed last week by Cleveland Symphony Orchestra under Szell's baton.

Richard Gray, Australian baritone currently in "Champagne on Ice," topping Ciro's lineup.
George Barnes, BBC-TV topper, knighted by the Queen on her first visit to the television studios.
TV producer Henry Caldwell inked Cecile Aubrey as femcee for his "Cafe Continental" feature. Steven Pallos, who has just completed Britain's first 3-D picture, is now prepping a color version of "Gibraitar."
Thomas Stobart, who filmed the

is now prepping a color version of "Gibraltar."

Thomas Stobart, who filmed the "Conquest of Everest," awarded a special certificate of merit by the British Film Academy.
"Affairs of State," presented by Emile Littler and Tom Arnold at the Cambridge, reached its 500th perfornance last Saturday (31).

Griff Lewis, former professional manager of Sun Music, joined the professional dept of of Mills Music where he will work with Cyril Shane.

Shane. Christopher Hewitt, featured in the London production of "Wish You Were Here," opened a return cabaret date at the Cafe de Paris

cabaret date at the Cafe de Paris this week.

For the first time a reigning monarch has accepted patronage of the London radio exhibition. Queen Elizabeth has consented to be patron of next year's show.

Elliott Shapiro, who has been in London for the last fortnight on a looksee of the music scene, threw a Savoy cocktail party before checking out for the Continent.

fore checking out for the Continent.

Harold Holt, the music impressario who died in December, left
his entire estate of over \$30,000
to his wldow, formerly Ollve
Gough, the singer, whom he married in 1949.

Keith Prowse gave a reception
to Winifred Atwell after she had
spent the afternoon autographing
disk and sheet music of "Rhapsody Rag," which is published by
KP and recorded by Phillips.

Philadelphia

Philadelphia

By Jerry Gaghan

After four weeks of non-girl shows, Latin Casino added Lindsay Sapphire line to revue.

Jimmy Marcy, local nitery comic, will replace Stubby Kaye in touring company of "Guys and Dolls."

Golden Jubilee dinner honoring Sophie Tucker will be held at Bellevue-Stratford Hotel, Nov. 15.

Celebrity Room dropped, Kay Karlton as production head and installed Lee Henderson chorus line.

Comedian Eddie White has become co-owner of the Drury Lane to remodel spot and rename it.

Charles Parker opened at Blue Note here, first night club job since being stricken during date at the club a couple of months ago.

Singing-pianist Jackie Lee celebrated his 10th anni in show biz at Pacey's Musical Bar. Jackie started with Mal Hallett while only 15.

Joni James making her first nit-

only 15.
Joni James making her first nitery appearance in six weeks since she was felled by ptomaine in Dal-las, Tex., with nine-day run at Sciolla's.

Houston

Ray McKinley scored on his Oct.
27 date at Paladium.
Liberace concert completely sold out for Music Hall Nov. 5.
Frankie Carle orch booked into the Congo Jungle nitery for a one nighter on Nov. 5.
Nat King Cole show booked into the City Auditorium this month under promotion of Ted Roggen.
Former 'off night' at the Shamrock now a winner with the Tony Martin orch plus Don Robey's "Tunes for Treasure" giveaway show.

show.

Ted Lewis planing into Houston for an Emerald Room two-weeker given case of jitters when plane hit by an 85-mile-an-hour wind which forced ship to run for it back to New Orleans.

Cleveland

Chicago

Chicago

Linda Christian in town to join spouse Tyrone Power, here briefly with "John Brown's Body."
Richard Tucker, Metropolitan Opera tenor, opened Anshe Emet music forum yesterday (Tues.).
Willie Shore benefit at Chez Paree postponed two weeks, because of shortage of talent for originally skedded Nov. 9 date.
Jim Lowe, local deejay song writer, and Bob De Vere, his personal manager, bound for Dallas this week to debut Loew's new Mercury disk, "Santa Claus Rides a Strawberry Roan."

Jackie Gleason, who planed in for American Bakers conclave, took over Irv Kupcinet's TV show one night last week while the Suntimes columnist is in Hollywood gathering talent for Harvest Moon Festival.

Warren A. Siee, longtime Loew Metro greeter (RR, plane, hotel reservations, etc.) in Chi, is now an Hawaiian resident. Wife's illness compelled moving there. Their two little girls now in an Oahu (Hawa'i) island school.

Minneapolis

By Les Rees
St. Paul Flame has Serge
Chaloff quartet.
Fred Waring's Pennsylvanians
set for St. Paul Auditorium Nov.
25.

Ordinance has been introduced

Ordinance has been introduced in city council to permit women to be served at bars in nightclubs. Sadler's Wells Ballet, scheduled for Northrop Auditorium Nov. 9-11, already near complete sellout. Anna Sosenko in from N. Y. for opening of her songstress Mary Meade appearing at Hotel Radisson Flame Room.
Playing second time here "John Brown's Body," at Northrop Auditorium on Minnesota U campus for one-night stand, drew audience of 4,880.
Metropolitan Opera singer Gladys Swarthout and Israeli concert pianist Menaham Pressler here for Israel bond benefit concert Nov. 6.

Omaha

By Glenn Trump
Clyde Bros. circus to Grand Island and Valentine, Nebraska, spots.
Henry Fonda's "Caine Mutiny Court Martial" booked for Lincoln Nov. 19

Spots.

Henry Fonda's "Caine Mutiny Court Martial" booked for Lincoln Nov. 19.

Jean Kelly, onetime Grand Ol' Opera singer, featured vocalist on Ray Pearl's orther featured vocalist on Ray Pearl's orther featured to the Frank Peddle, Floyd Kalber and Dick Charles handling KMTV news and weather casts.

Omaha-born organist Ann Leaf booked at New York's Hotel Governor Clinton Circle Lounge.

Harry Fowler readying Ak-Sar-Ben Coliseum for Hollywood Ice Revue, starring Barbara Ann Scott, Nov. 17-24.

Ouebec

Wuebec

By R. LaPointe

Margaret Truman's concert cancelled.

"The Canadairs" hot at La Porte St.-Jean.
Charles Trenet started Nov. 3 at Chez Gerard.

Kuda Bux and Wilfred-Mae trio at the Bal Tabarin.
Steve Evans and Anita de Palma appearing at Chez Emile.
Les Valenos and Pedro & Durant at the Auberge des 4 Chemins.
The Theatre du Nouveau Monde (Montreal) will present four plays here at Capitol.
Victor Bouchard and Renee Morisset at Quebec Ladies Musical Club Nov. 10 at the Chateau Frontenac.

By Glenn C. Pullen
Stan Kenton's new jazz concert unit set for Public Music Hall Nov. 12.

Ned Wayburn in town to pump ballyhoo for "Hippodrome of '54" due at Arena Nov. 16-22.
Violinist Rima Rudino into Statler Terrace Room with Five Cheerleaders on two-week stand.
Eighth annuad Page One Ball, sponsored by Newspaper Guidshopers Club, was a sellout last Friday (30).
Chuy Reyes' Latin outfit came into intimate Zephyr Room for six weeks, returning to L'Aigion in Miami Boach. Dec. 20.
Pupi Campo crew closed run at Vogue Room several days earlier than skedded in order to appear at New York Paramount.

Newspaper iolk and allied mem-

Hollywood

Costello collapsed from

Lou Costello collapsed from overwork.
Katy Jurado planed to Mexico City for film work.
Elsa Lanchester to San Francisco for Bonds for Israel rally.
Edgar Bergen to St. Louis for a two-week date at the Chase.
Chil Wills out of pictures for six weeks with an injury to right eye.

eye.
Julia Adams injured during a
swimming scene in U's "Black Lagoon."
Greg Bautzer in town after huddles with Darryl F. Zanuck in

Wayne Morris to St. Louis for three weeks in the "Mr. Roberts"

Wayne Morris to St. Louis 101
three weeks in the "Mr. Roberts"
legiter.
Robert Cummings to Detroit as
honor guest at the City of Hope
dinner.
Bela Lugosi and Wally Vernon
breaking in a new comedy act in
San Diego.

breaking in a new comedy act in San Diego.
Patricia Medina left for Madrid to appear with Alan Ladd in "The Black Night."
Barry Sullivan booked to tour 12 cities next Spring with "Bell, Book and Candle."
John C. Flinn to Dallas and Houston to set up openings of "Jack Slade."

Houston to set up openings of "Jack Slade."
Ronald Reagan cited for his work in behalf of the California Home for the Aged.
Herbert J. Yates and Bill Saal returned from Republic homeoffice huddles.
Mari Blanchard suffered a knee injury on location with U's "Wild Horse Canyon."
William Alland in Florida to film underwater sequences for "Black Lagoon."
George Stevens to Chicago for the annual Theatre Owners of America convention.
William L. Guthrie elected prexy of the Motion Picture Location Managers Association.
Uruguayan Consul Carlos Barbe asked Warners to show 'So Big" at the annual Film Festival in that country.
Ben Goetz in from Locator for

at the annual Film Festival in that country.

Ben Goetz in from London for special preview of Metro's "Knights of Round Table" in Cine-

Pittsburgh

Pittsburgh

By Hal V. Cohen

Playhouse staffer Pete Coyne called up for Army service.

"Dial M for Murder." which had been due at Nixon in February, pushed back to March 22.

The Redheads back into the Ansara for a month's run following their Honolulu engagement.

Local dancer, Earl Barton, signed for first film, Metro's "Seven Brides for Seven Brothers."

Dick Haymes currently topping Carousel show, with The Lances across the street at the Copa.

Jack Palance due in Friday (6) for Stanley personals when his new picture, "Flight Into Tangier" opens.

Doris Hackney, who did "Voice of Turtle" at Playhouse, will return in Betty Field role in "Two on An Island."

Cappella & Patricia to Edgewater Beach Hotel in Chi following engagements here at Twin Coaches and Ankara,

Memphis

By Matty Brescla

The St. Paul Cathedral Choir booked here Nov. 7 under the Myers-Arts direction.

Dorothy Lamour and her revue to Oak Ridge's Atomic plant for a one-nighter Nov. 1.

Lash La Rue and Tim Holt at the Auditorium for one-nighter last week for the VFW post.

Columnist Inez Robb skedded for a one-night lecture stint at City Auditorium, Nov. 6, under banner of Memphis Beethoven Club.

Club.
Tyrone Power, Anne Baxter and Raymond Massey with "John Brown's Body." at Jackson, Miss. Jan, 19. followed with two days here Vicksburg, Miss., Jan. 22 and Little Rock, Jan. 23 here.

Ottawa

Park and Clifford heading Gatl-neau Club show.

Alexander Brailowsky guesting with Ottawa Philharmonic Orch.

Ottawa Little Theatre season preemed with Anita Loos' "Gigi."

Wilt Jobbins appointed head of National Film Board's commercial dept.

National Filip Board's commercial dept.
Fairmount Club preeming South American Room with bill headed by Dominique.
Toning and Jimmy Dorsey band Into Auditorium for one night this week; then to Rochester, Buffalo. East vie w Boadcasting Colleensed to build new radio airer for Ottawa suburb, to be city's fifth station.

OBITUARIES

EMMERICH KALMAN.

Emmerich Kalman, 71, Hungarian-born composer who wrote such corrected as as "Countess Maritza" and "Sari," died in Paris, Oct. 30, after a three-year illness. An accrician citizen, he had lived in Lae French capital since 1950.

Despite his falling health, Kalban only recently had completed viriona Lady," an operetta viriona Lady, an operetta viriona Lady, and operetta viriona virio

eign tour in 1945 when he went to Australia. Since then he had toured South America and Europe. Kapell was killed on the 10th anniversary of his debut with the Boston Symphony orch. On Oct. 29, 1943 he appeared with the Boston organization as soloist playing Khachaturian's Piano Concerto making a very favorable impression on Koussevitsky, who a few years later called on him to make a last minute emergency substitution for an ailing Horowitz.

Wife, a son, a daughter and his parents survive.

In Loving Memory of

GEORGE M. COHAN

' The Cohan Family

parent, he specialized in opera and

of a heart attack, in her sleep at her home in Atlantic City, N. J. She began her career with Ken Murray in theatres and niterles in Washington. She later performed in such shows as' the "Ziegfeld Follies," "The Show Is On" and "You Never Know," in which she appeared as Clifton Webb's terp partner. parent, he specialized in opera and symphonic compositions.

But the appeal of Franz Lehar's operettas and success of one of his own popular numbers led Kalman away from the serious fields to a more lilting and harmonious idiom. He wrote the hit operetta, "Autumn Maneuvers," in his late "20s, Thereafter, he turned out dozens of catchy tunes and operettas all of which were rich in atmosphere of Vienna where Kalman did much of his composing. His vorks won such popularity that critics placed him in that select Viennese musical circle that also included Oscar Straus and Lehar.

When Hitler annexed Austria, of a heart attack, in her sleep at her home in Atlantic City, N. J. Hurry in theatres and niterles in Murray in theatres and niterles in which shows as the "Ziegfeld Follies," "The Show Is On" and "Follies," "The Show Is On" and such shows as the "Ziegfeld Follies," "The Show Is On" and "Iss Moorhead also appeared in Sissanties, and the shows as the "Ziegfeld Follies," "The Show Is On" and "Iss Moorhead also appeared in Sissanties, and the shows as the "Ziegfeld Follies," "The Show Is On" and "Iss Moorhead also appeared in Sissanties, and the shows as the "Ziegfeld Follies," "The Show Is On" and "Iss Moorhead also appeared in Sissanties, and the shows as the "Ziegfeld Follies," "The Show Is On" and "Iss Moorhead also appeared in Sissanties, and the shows as the "Ziegfeld Follies," "The Show Is On" and "Iss Moorhead also appeared in Sissanties, and a such instance of the shows as the "Ziegfeld Follies," "The Show Is On" and "Iss Moorhead also appeared in Sissanties, and the shows as the "Ziegfeld Follies," "The Show Is On" and The Show Is On" and Iss Moorhead also appeared in Sissanties, and the shows as the "Ziegfeld Follies," "The Show Is On" and Issanties in Sissanties and Issanties an

Geo. M. Cohan

JERRY VOGEL

Kaiman moved to Paris and after tertainment director at the Dennis everal years there he came to the L. S. in 1940. While in America he appeared as guest conductor with the NBC Symphony and sold half laddon Hall Hotel, Atlantic City. She had formerly directed the Fred Astare Dance Studio at the Chalfonte-Haddon Hall Hotel, Atlantic City, which she later took over in her wood studios, among other things, and "Sari," Kalman also wrote such top operettas as "Miss Springtone." "The Circus Princess." "He Chalfonte-Haddon Hall and who was in charge of the music top of the Miss America Pageant this Soldier Box," "The Riviera Girl," "Golden Dawn," "The Gypsy Princess." and "The Gay Hussars." Surviving are his wife, Vera; a son, Charles, and two daughters, Vonne, and Mrs. Elizabeth bauster of Lawrence (Larry) Bearg. 52. Vonne, and Mrs. Elizabeth bauster division manager of Faring Miss Canadian, died Oct. 26 in Toronto, He had been an ex-

Sigmund Romberg

(November 9, 1951)

HARRY D. SQUIRES

office members of the family. Bur-

ccutive of Famous for 23 years, starting out with Paramount in Boston where, after graduation from Boston University in 1923, he joined the Olympia Theatres chain, then a Paramount-Publix deal of 1929, Bearg came to Canada as director of theatre management, this on the request of J. J. Fitzgibbons, newly-elected president of Famous Players Canadian, both being associates in New England chain operations. Bearg was stationed in Montreal for three years; then in Vancouver till 1945 when he moved to Toronto head office of Famous, WILLIAM KAPELL

William Kapell, 31, concert plansist died Oct. 29 in a plane crash in San Francisco. He was returning from a recital in Australia and was slated for a national concert tour beginning with an appearance with the Chicago Symphony Orch. Kapell made his debut in 1941 at Town Hall, N. Y., as winner of the Walter W. Naumburg Musical Foundation competition. The following year he won the Town Hall Endowment Series Award. In 1942 he introduced a new piano concert bour, He made his first forder tour. He made his first forder was a first forder to with the Chicago Symphony at Lewisohn Stadium, N. Y. Tat same year he played his first concert bour. He made his first forder tour. He made his first forder tour. He made his first forder tour. He made his first forder to with the concert bour. He made his first forder tour. He made his first forder to work and the concert bour of the work of the Chicago. How day a population from boston University in 1923, he joined the Olympia Theaters chain, then a plane crash in the natural product of the Canada as in the hear of the Canada as in the lean Gold the Claiman and adaughter to

York. For the past eight years, he had directed "The Theatre Guild on the Air." He had previously been associated with "Cavalcade of America." "This is My Best," "March of Time" and the "Helen llayes" radio series.

A former newspaper man in Rochester, N. Y., Fickett switched to advertising, joining the Young & Rubican agency. He later went to BBD&O, where he remained for 17 years. Prior to taking on the "Theatre Guild" assignment, he had been vith J. Walter Thompson. He had twice been awarded radio's Michael as the best producergineter of the year.

Wife Mary Bruen Stocart Fick. Wife Mary Bruen Stocart Fick.

He had twice been awarded rano s Michael as the best producer-director of the year.

Wife, Mary Bruce Stewart Fick-ett, who had been in charge of personnel at the N.Y. World's Fair; a daughter, actress Mary Fickett; and a brother, Kenneth Fickett, of CBS, survive.

JACK GLOGAU

Jack Glogau, 63, composer, planist, deed Oct 30 in Woodbaven,
N. V. after a long illness. He
had written special material for
yaude performers and had played
the piano in vaude, on radpo and
with several dance orchs. He was
a charter member of the American Society of Composers, Authors
and Publishers and had written
scores for filmusicals.
Tunes panned by Glogau include

Scores for filmusicals. Tunes panned by Glogau include 'On the Shores of Italy," "That Italian Serenade," "Venetian Rose," 'Celebrating Day in Tennessee, "Why Not Sing Wearin' of the Green?" and "Wake Up America," 'Also," 'At the Yiddisha Wedding Jubilee," "All Aboard From Home Sweet Home," "Fashionette Piano Solo," "King Sol March," 'Im Sorry I Ever Met You," and "When We Are Alone," Wife, two sons and two sisters survive.

STANLEY ANDREWS
Stanley Andrews, 50, conductor, arranger, instrumentalist and composer, died at his London home on Oct. 27 after a long illness. Trained as a violinist and saxplayer, he worked with the combos of Jack Hyiton and Jack Payne before em-

JACK RUSSELL

Jack Russell and Belle Titus in everlasting memory of my devoted friend and partner on his birthday friend and partner, on his birings Nov. 7th. Happy Birthday in Heave Dear Jack! You are remembere not on'y today—but always. Belle.

barking on a radio career as acranger and deputy-conductor.

A member of the Skyrockets Orchestra at the London Palladium for some time, Andrews took over the baton on occasions for several of the topline American acts playing there. He leaves his wife and five children, the youngest of whom was christened at his bedside three days before he died.

BENJAMIN H. HADFIELD
Benjamin H. Hadfield, 72, vet
announcer for the Vankee Network, died Oct. 23 at his home in
Somerville, Mass. Prior to entering radio, he had appeared in
vaude and with such stock companies as the Somerville Players,
the St. James Theatre Stock CofBoston; and the Malden (Mass.)
Auditorium Players.
His wite, Rose Hubner Hadfield,
who had also been a New England
stock company vet, died last May.

FRED II. FINCH

Fredb II. FINCII
Fredbe Finch, 46, longtime orch
leader, died Oct. 29 in Kansas Civa
gifter a brief illness. A native of
Illinois, he had lived in Kansas
City Jor over 20 years.
A deummer, Finch ied an orchesres of bis own for second years.

tra of his own for several years on the night club and ballroom vir-cuit. He is survived hy his wife, mother and two sisters,...

CHARLES D. CRAWFORD, SR. Charles D. Crawford, Sr.; 71, vet theatre operator in southern West Virginia, died Oct, 26 at his home in Beckley, W. Va. He had formerly operated theatres in Hinton, W. Va., and at the time, of his death was operator of the Beckley, and Falare theatres, Beckley, Wife and two sons survive.

HOWARD A. QUICKSELL Howard A. "Howdy" Quicksell. 52, onetime jazz banjoist, died Oct 30 in Pontiac, Michigan, He had been a member of the Jean Gold-kette orch and was featured on a number of its recordings. Wife and a daughter survive.

W. B. Raby, old-time comedian and vocalist, died Oct. 12 in Black-pool, Eng. He began his stage career as a light comedian, under the name of James J. Morgan, and during the 90's had many song successes to his circuit He later turned to comedy and changed his stage name to Raby.

Stanley McCleBand, 50 radio singer, died Oct. 23 m Los Angeles. He was in the original cast of The Student Prace" on the Broadway stage and later sang in single radio shows as "Manha tan Merry-Go-Kound" and "American Melody Hour," He leaves his wicow and two sons

Sylvain Noack, 72, film studio violinist and fornier concert master, died Oct 26 in Hollywood. For 20 years he fed the string section of, the Los Angeles Philharmonic orchestra and later held a similar post in the Hollywood Bowl Under the Stars His widow survives.

William Paul Martin, Sr., 55 sales manager for Muntz TV, In-died Oct 25 in Philadelphia. B fore joining Muntz, he was assi-ant production manager for Ge-eral Electric Co. Wife and IV

Eugene J. Siempelkamp, 69, at pipe organ builder for 58 years, died in St. Lonis, Oct. 27 of heart, disease. He came to this country from Germany and began his trade at the age of 11. His widow and three sons survive.

Father, Glen Z. Wagner, 57, of stage and TV actress Pergy Mun-noe, died Oct. 22 in Dover O, of carbon monoxide gas. He went on world tours with Ringling Bros Circus several years.

Eduard Kuenneke, 68, German operetta composer, died Ort. 27 in Berlin after a long illness. His musicals included "Lady Hamil-ton," "The Great Sinner" and "Heart Overboard."

Begilot Clausen, 23, former prima ballerina of the Oslo State Opera, died Oct, 27 of injuries sustained when she was fut by a car in Berlin that day.

Joseph Leaf, 59, motion picture operator at the old Victoria Theatre in Philadelphia for 25 years, died Oct. 30 at his Philadelphia Forne. His wife, a son and two daughters survive.

George Leavitt, 88, agent and manager of the Lebanon Opera House in Lebanon, N.H., for 25 years, until it was destroyed by fire in 1923, died in that town Oct. 21.

Walter Owen, Soil poet and translator, died recently in Buenos Aires. He did the translation of the Spanish stage success, "Don Juan Tenorio," by Jose Zorrilla.

Walter Batteen, 61, Paramount studio employe for 23 years dis-in Los Angeles Oct. 27 of injuries sustained in an auto accident.

Adelaide Cochran, 51, former professional dancer, died Oct 27 following a heart attack in Fil-niore, Cel.

Don Carlos Hall, Sr. 86 retio d actor, died O t, 24 m Johet III Smyrying are two sons and a daughter.

Mother of Joe Lesrak, Pitt burgh band pignist and cate subject, died in that city Oct. 26 after a long

Mother, 73, of comedienne Gracia Fields, doed at her home in Burghton, Eng. last Oct. 27.

Orchsters

Continued from page 1

emphasis of orch waxings hasn't helped the overall situation, and they figure that they stand a better chance in the field via their indie ventures because they can control the tunes selected and method of distribution and promotion. Some of the bandleaders are even setting up their own disk-eries with the primary aim of cutting the tunes they want in the style they want. If a disk happens to break through, they figure it's just that much more velvet, because they're gearing themselves for a profit on a much smaller sales level than a major diskery can. can

Latest orch leader to set up his skery venture is Louis Prima; Latest orth reauri volume Reservation is Louis Prima; a longtime Columbia Reservation is forming Prima; Prima, a longtime Columbia Rec-ords, pacter, is forming Prima Records, which will feature his own orch of course. Tommy and Jimmy Dorsey, who remitted early this year, are organizing a new disk company with Jack Comer, prez of the indie Valley label. The Dorsey diskery is as yet unnamed.

Other orchsters who moved away other orenseles who moved away from major company ties in the past year have been Woody Her-man with his Mars label and Ray-mond Scott with his Audiovox, diskery, in the Latino field Jose Morani set up his own Fiestalabel

MARRIAGES

Frances King to Sam Coslow, Oct. 30. Abexandira, Va. She's singer formerly of Noble & King; he's a songwriter and film pro-

Helen Mellingh to Don Mossick, Hollywood, Oct. 10 Brule is an ex-American National Theatre & Academy play series staffer; he's an actor-puppeteer.

Joan Bang to Theodore Dorf, Washington, October 4 Bride is in continuity department at D. C. station WOL.

Ruth Shernow to Elliott Kozak, Nov. 1, Long Beach, NY He's with the Wiffiam Morris Agency. Ruth Hyanis to Arthur Lief, New Millord, Conu., Oct. 31. Bride is daughter of impresario Sol His-rok, he's a conductor,

Anne Sherwin to Gerald Hely, Leeds, Eng., Oct. 9.— Both are thespers in stock componers.

J. Janet. Butler to Boyd Brient, Brompton, Eng., Oct. 22 Bride is an understudy in "Aren't We Allo"; fie's an understudy in "As-Long As They're Happy," both current Lon-don shows. don shows

Paniela Payne to James P. Ves-cars, Hampstead, Eng., Oct. 24, Bride is a dancer; he's an actor,

BIRTHS

Mr and Mrs. Phillip M. Eneny, on, New York, Oct. 11, Father with NBC-TV production, mother i actives habel Beliop

Mr. and Mrs. Jack Dooley, con. Cleveland, Oct. 21 Father is WGAR might news editor,

Mr. and Mrs. Leo Launer, son, Brooklyn, N.Y., Oct. 25. Father is manager of Rockluff Productions' recording Services.

Generaling Services.

Mr and Mrs Gene Berger, son,
Washington, October 25, Father is
defa and morning man at station
WOL, Washington.

Mr and Mrs. Leonard Patrick,
rom, New York, Oct 23, Mother is
legit actress Gloria flove; father is
stage manager of the fouring "The
Children's Hour."

Mr. and Mrs. John Kinsella, son, Oct. 25. Kansas City Father is commercial manager of TV station KCTY.

Mr. and Mrs. Al Levine, son, New York, Oct. 23, Father is Cap-ital Records' district Sales manager

Mr. and Mrs. Norman Lobsenz, on. New York, Oct. 25. Mother is book editor of Look mag; he's editor of Tempo mag.

VARIETY Wednesday, October 21, 1953

Betty Hutton's Bosso Palace Return; Dick Shawn's Standout at 2-a-Dayer By ABEL GREEN

The last-but-not-least paragraphs are reserved for Dick Shawn. He was next-to-closing the first half.
and the dominant lobby conversation piece preceding Miss Hutton's second-half stint. Shawn has been a few years coming. He is now right. For the history books, young Mr. Shawn will go down in the decadent vaudeville annals as being one act who was "made" in a straight vaudeville theatre as late as the fall of 1953. This probably hasn't happened in show biz in 20 despite Fact is, however, Shawn's peregrinations from the borscht belt to Miami, from the Coast to Las Vegas, it took this two-a-day at the flagship of yesteryear bigtime vaudeville, the Palace, to present him right.

His authority is now mature and not overly eager. His material is good, he knows what to do with it. With a thick crop of hair that looks like a commercial for the Thomas', like a commercial for the man who he is a personable young man who is destined for the heights. The records may well prove that a star

was born.



Thank you BETTY HUTTON FOR THIS WONDERFUL OPPORTUNITY AND, OF COURSE, RKO AND THE WILLIAM MORRIS OFFICE!



Direction: WILLIAM MORRIS AGENCY

Personal Management: BOBBY BERNARD

WILLIAM HAWKINS.

New York World-Telegram & Sun

"The biggest news is Dick Shawn . . . a fresh style" a different sense of humor and an instinctive delivery and manner that is not like anybody you know. He stopped the show thoroughly,"

RICHARD WATTS, New York Post

"A large and agreeable young man who has originality, humor and imagination . . . my guess is that . Dick Shawn, the unheralded comedian in the Betty Hutton show at the Palace, is one of the coming men in his profession."

BROOKS ATKINSON, New York Times

"Dick Shawn's cyclonic burlesque of ageless south. ern loyalty is a funny escapade."

WALTER KERR, New York Herald Tribune

"Dick Shawn ... a newcomer among comics ... has a sharp and promising flair for parody."

BOB FRANCIS, Billboard

"The best news is . . . Dick Shawn . . . possessing a completely fresh style . . . his material is good . . . a naturally funny guy. He stops the show,"

JOHN McCLAIN, New York Journal-American

"An extremely funny newcomer, Dick Shawn . . . "

o ROBERT COLEMAN, New York Daily Mirror

7 Dick Shawn, an amiable and talented comedian,"

8th Street, New York 36, N. Y., by Variety, Inc., Annual subscription \$10. Single copies, 25 cents December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1878 COPYRIGHT, 1953, BY VARIETY, INC., ALL RIGHTS RESERVED

NEW YORK, WEDNESDAY, NOVEMBER 11, 1953

PRICE 25 CENTS

SOKOLSKY BLASTS 'HATRIOTS'

Songsmiths Do Solo on \$150,000,000 Suit; Touch Off Music-Radio Discord

The \$150,000,000 triple damage suit by a group of tunesmiths—ail members of the American Society of Composers, Authors & Publishers and of the Songwriters' Protective Assn. —against the broadcasters and Broadcast Music, Inc., which was filled formally on Monday (9) in N. Y. Federal Court, came as no great surprise to the trade. It has been over a year in the making.

The legalistic pros and conswere met with divers reactions, even from the ASCAP segment of the industry. However, it is meticulously stressed that this is an "individuals" type of suit, and the fact John Schulman of the Hays, St. John, Abranson & Schulman law firm, which represents SPA, is acting for the song-smiths is stressed as purely "comeidental."

The networks, who are charged with monopoly and conspiracy

incidental."

The networks, who are charged with monopoly and conspiracy through interlocking recording interests (RCA Victor with NBC-RCA and Columbia Records with CBS, etc.), in turn look upon the 'songwriters' action' as 'a smoke-screen for ASCAP negotiations and as "another of the Society's harassments."

With the exception of Carl Haverlin's statement below on behalf of BMI, the broadcasters will (Continued on page 50)

European Acts Think U.S. Niteries Are Lined With Gold; Ask Top \$

With Gold; Ask Top \$

European acts still have the idea that the "sky's the limit" as far as salaries are concerned, according to agent Dick Henry, who returned last week from a five-week tour of the Continent. Henry said that it's now necessary to finecomb the various countries in order to find suitable talent for the States. When a good act is found, then they ask for impossible salaries. Henry said that acts hear about the fine takes obtained by various European acts that have been here for some time and they feel that they should get the same at least, they should get the same at least. But they should get the same at least they should get the same at least. Salary should salaries is also gotten by the reports of the stipends being given to acts now working in Europe. In most cases, wage is far above that being received by European counterparts.

Salary being asked for an engagement in America is generally several times their rate in Europe. Usually, according to the percenter, it's far above that which comparable turns can be bought for here.

Warner Tells Guild

Ragement in America is generally several times their rate in Europe.

Usually, according to the percenter, it's far above that which for here.

Henry, for many years in charge of European bookings at the William Morris Agency before on his own, went abroad for the first time in many years. If 'all 20 on his own, went abroad for the first time in many years. If 'all 20 turn out a cheap film and expect in more heavily for talent export and import now that he's renewed several contacts abroad.

Warner Tells Guild

Hollywood. Nov. 10.

This is the era of big pictures.

Jack L. Warner told a meeting of the Screen Producers Guild, advocating the story of the Screen Producers Guild, advocating the

Steinbeck 'Omnibus' Pix Into Theatrical Release

Into I neatrical Kelease
Thollywood, Nov. 10.
Three John Stelnbeck telefilms made originally for "Omnibus" will go into theatrical release after one-shot showings on CBS-TV. Harry Horner directed three half-hour pix in which Solar Productions topper Brewster Morgan Invested in a unique deal giving him the properties after their one and only video screening.
They'll be tied together, and released as a 90-minute feature.

Satchmo May Start U.S.-U.K. **Tooter Barter**

Louis Armstrong and his combo look set to become the first U. S. musicrew to play England under the reciprocal man-for-man deal between the American Federation of Musicians and the British Musicians Union. Although no pact has yet been signed between the two unions, the policy boards of both labor groups are known to be favorably disposed to the plan. At the present time, the British union bars American musicians from playing in that country.

British bookers have been angling for Armstrong to come over there, and if a satisfactory coin deal can be made, Armstrong may go over early next year. Satchmodast played England with an orch 18 years ago at the London Paladium.

Likeliest British bands, which

18 years ago at the London relation.
Likeliest British bands, which may come over to the U. S., once the man-for-man operation starts working, are the combos of Ted Heath. Ray Ellington and Jack Parnell. Latter, incidentally, is the nephew of Val Parnell, London Palladium topper.

No Profit Anymore In B (For Bad) Pictures, Warner Tells Guild

REFORMED REDS

George E. Sokolsky, the columnist who is often considered the chief philosopher of the anti-Comchief philosopher of the anti-Com-munist movement in the United States, came out strongly here against spiteful and vindictive "persecution" of former members of the Party. He deplored "blood baths" of hatred, and "forcing de-cent people back into social rela-tionships with Communists after they have broken ideologically and spiritually with Marxism."

spiritually with Marxism."

Sokolsky explicitly conceded that nearly all the best information and inspiration in the fight against the Bolsheviki menace had come from ex-members of the Party. Asked about Hedda Hopper's attack upon Jose Ferrer and Judy Holliday at the recent Chicago convention of the Theatre Owners of America, Sokolsky did not hesitate. People with Miss Hopper's obsession "are very dangerous people for us. They hurt us all over the country by taking an almost blood bath attitude. They cut bridges to useful people, antagonize public opinion generally and give the cause of anti-Communism a bad name."

Sokolsky added, "Most anti-

anti-Communism a bad name."

Sokolsky added, "Most anti-Communists are ignorant people" whose hatred was emotionalism and not intellectually grounded. "Too often they don't know what they are talking about. They draw no distinction between lardcore Commies, innocent people, dupes, fools, wellmeaning young college idealists, and those sucked into the Marxist movement during the depression."

He himself, said Sokolsky, had been indoctrinated by the liberal dogma of 30 years ago and had he not personally viewed the 1917 (Continued on page 20)

Color TV For Christmas, '54

The timetable on color television The timetable on color television may be stepped up by several months in advance of the expected Christmas '54 selling season for the first video tinters, "Six months after the Federal Communications Commission approves the all-industry compatable system, the trade will have color TV on the market," says one responsible executive.

It is understood that the FCC

ible executive.

It is understood that the FCC will not upset the Christmas merchandising production line on black-and-whites and will make its official pronunciamento sometime in early '54. The industry, of course, is still certain that "the compatible spectrum TVers will not come down in price for some time, and that the black-and-white TV market will continue stable."

(Continued on page 42)

STOP 'HOUNDING' ANTA in Desperate Financial Straits: Pares Activities, May Fold Entirely

ABC Simulcasting Senate

Quiz of Vaughan on White

ABC television and radio networks will pick up the testimony
of Maj. Gen. Harry H. Vaughan
before the Senate Internal Sezurity Committee tomorrow (Thurs)
on the red-hot Harry Dexter White
copulroversy. Gen. Vaughan was to
have testified before a closed
meeting, but the Committee decided yesterday (Tues.) to open
part of the session to TV, radio
and the press..

Web will start on TV at 2.30
p.m., on AM 15 minutes later, and
will remain on the air until the
session concludes.

LaRosa Set For Niteries At 71/2G Min.

Julius LaRosa has been set on Julius LaRosa has been set on a series of nitery dates which call for \$7,500 minimum. Former singer on the Arthur Godfrey shows is set to play the Twin Coaches, Pittsburgh, Dec. 7; Town Casino, Buffalo, Jan. 4; Latin Casino, Phila delphia, Jan. 11; Casino Royal, Jan. 18, and Blinstrub's, Boston, Jan. 25 His peak weekly income from a week's accumulation of Godfrey radio and TV shows was around \$5980. \$980

Solon and Iv slows was around \$5980.

Major problem for General Art ists Corp. is to sift the offers. There are enough bids for the singer to provide sufficient work for a number of years. With several cafes in each area putting in an offer for the lad, GAC's problem is to select one and salve competitive spots. It's a question of maintaining amicable relations with the cafes that can't get him at this time.

One such situation came about in Pittsburgh. Several spots had offers in for LaRosa with the Twin Coaches getting the nod. However, (Continued on page 71)

Filmed TV Exclusive May Be Used in Chi Dope Case For Courtroom Precedent

Chicago, Nov. 10.

Precedent-making courtroom use of a filmed news sequence aired on a national TV show may result from the activities of Chi NBC newsman Jim Hurlbut in investigating and exposing the recent illicit trafficking in the synthetic narcotic Dolophine hereabouts.

The climax of Hurlbut's practically one-man campaign to get at (Continued on page 42)

ABC Simulcasting Senate
Quiz of Vaughan on White
ABC television and radio netors will pick up the testimony f Maj. Gen. Harry H. Vaughan of the Senate Internal Senty Committee tomorrow (Thurs) a the red-lot Harry Dexter White introversy. Gen. Vaughan with the probably causing that group to the senate internal Senaty Committee tomorrow (Thurs) a the red-lot Harry Dexter White introversy. Gen. Vaughan with the probably causing that group to the senate internal senate the senate internal senate the senate internal senate the senate internal senate the senate in the senate

lrone aspect of the situation is that, having dropped its \$12,000-a-year administrator. Christian Westphalen, who was brought in about two years ago to streambout two years ago to streambout basis, ANTA leaders are looking for some "strong and creative person" like Robert Breen, who was forced out as non-sadaried executive-secretary on the ground that he was too "idealistic" and "impractical."

"ANTA's financial situation is

that he was too "idealistic" and "impractical".

ANTA's financial situation is admittedly desperate. Although its estimated meome this year is \$18,000, its expenses will come to \$60,000. It already has \$45,000 deficit, become from the ANTA Playhouse, NY, leased to the American Academy of Daniadse Art, and from the production of Mrs McThing," have been much less than anticipated.

As part of the effort to reduce overhead, the ANTA board has been considering the status of Milton Hood Ward, a fund-rassing executive with the group's New York chapter. He gets \$75 a week from the national treasmer and a similar amount from the local chapter, plus half of the income from the Rutgers University project, which may pay ANTA \$100 or \$125 a week for helping collect lands to create an arts center on (Continued on page 62)

Governor Resents Film **Making Sweet Tomboy Of** Bawdy 'Calamity Jane'

Bawdy 'Calamity Jate'

Minneapolis, Nov 10.

Penchant of Hollywood film studios to play fast and loose with historic truth elicited a blast from Sigurd Anderson, Governor of South Dakota, Requested by Warners exploiteer, Tony Reinleker, to proclaim a "Calamity Jane Week" in honor of the feature of that title, Governor flatly refused, saying Warners had converted into a wholesome funloving American girl a female gunslinger who attained notoriety around Deadwood, So. Dakota, after the Civil War, Real life bawd died in 1902, and glorifying her via Doris Day, of Sunday School sweetness, is an insult, said the Governor, to thousands of decent citizen who built the state.

This rebuff did not dismay Warners.

Las Vegas, Nov. 10.

Beenbarded constantly as they are by an incredible chain of talent amusements, hoop-de-doo and the like. Las Vegans were still able the like Las Vegans were still able to chalk up last week as the one most likely to be remembered in months to come. For the first time—and in one evening—they could grab a gulp of culture in the form of "Carmen," and gape at the circus that was the Sahara's bill with headliner Christine Jorgensen. Both shows racked up capacity biz.

hir.

Christine's debut locally was socke event. Assailed before the opening (3) by a plethora of varied opinions, but treated with respect opinions, but treated with respect for a very competent onstage turn. the tall, angular clothes-horse, turned the trick before a house of doubters. Propped in many In-stances by comedian Myles Bell, and spouting material by Nan Bell, the newly-Christined femme acted and spouting material by Nan Bell, the newly-Christined femme acted brave, bold, coy, gay and serious as the material suggested. Blinking extra-long lashes (Max Factor's best), and sashaying around in a Dior creation that must have broken a good size piggy bank, the biond-topped convertible hit for first okay nods with husky piped "llappy to Know You." Questions by partner Bell concerned the usual Christine wanggishness (Christine claims to know all the jokes re Christine, and could add some more as yet untold), and the verbal fencing counted for chuckles and a yock or two.

During another ditty entitled. "Keep It Bright," Christine managed to trip a step or two of slightly fantastic terpery, and then (Continued on page 58)

MURROW'S 'I BELIEVE' **PUT ON LONGPLAY DISKS**

"This I Believe," the CBS radio show with Edward R. Murrow as host, has been translated into a Columbia Records album of two longplay disks. Wax set, like the show, will present the personal philosophies of 10 living Americans and of 10 famous historical femores.

cans and of 10 famous historical figures.

Statements of the living Americans are those of Bernard Baruch, Helen Hayes, Ralph Bunche, Charles L. Percy, Mrs. Marty Mann, Eleanor Roosevelt, Louis B. Seitzer, Helen Keller, Will Durant and Carl Sandburg. The historical statements, prepared by leading authorities and read by various thespians and public figures, include those of Socrates, Lincoln Florence Nightingale, Confucius, Franklin D. Roosevelt, Queen Victoria, Benjamin Franklin, Will Rogers, Marie Curie and Gandhi.

ZANUCK'S DINNER

Mark Clark Will, But Will Ike Attend Nov. 22 Event?

Hollywood, Nov. 10. Hollywood, Nov. 10.
General Mark Clark under whom
Daryl Zanuck served as a colonel
during World War II, will be a
special guest at the Screen Producers Guild banquet Nov. 22 when the Milestone Award will be

bestowed upon Zanuck, Guild has not yet heard anything from the White House in respect to its invitation to President Eisenhower to be guest speaker.

Tchaikovsky Is Easier

Orch director Matt Shoe-maker last week revealed in llastings, Neb., his formula for spelling Tschalkowsky. It is: "T" with an "s" on a chair without an "r" and "kow" with a "k" under a sky.

Godfrey's Sister Pitched For TV'er

Kathy Godfrey, Arthur Godfrey's sister, is being pitched up for a television show by her new personal management, Preferred Representatives, Inc. Outfit, headed by music publisher Edward doy (Santly-Joy), signed Miss Godfrey to a pact last week after thing her in for a quickie to discuss the deal. She came in from Phoenix, where she heads up three shows on KPHO-TV, a Meredith Publishing Co. outlet. She does a two-hour kidshow, "Story Thne," and 'Meet the Boss" and "Swap Shop" segments there, plus a radio stanza slanted to femmes. She's been at it for some three years, plays the uke, is reportedly a good gabber, is married to a pediatrleian and has two children, a boy of 9 and girl of 15. She's fortyish, about 10 years younger than her brother. She contracted polio at 18 but beat the rap, though she requires use of a walking stick.

Various sectors at NBC have been approached first on Miss

stick.

Various sectors at NBC have been approached first on Miss Godfrey's services and exploratory talks have been held with several toppers and producers, with an audition record skedded to be submitted in a few days. One NBC source said he might be interested in a stanza with "Godrey castoffs" (Bill Lawrence, Julius LaRosa, et. al.), but Joy is understood to have nixed this kind of format, saying that while the understood to have nixed this kind of format, saying that while the lady's name is Godfrey, she'd prefer to get away from reflected glory and show what she can do on a network basis on her own. Also nixed were guest shots as "too treakish." They don't want to risk her chances of a regular slotting by "showing her around" too much tor the strictly curious.

Charity Angles Mark Eddie Cantor Month

Eddie Cantor Month
National Foundation of Infantile
Paralysis is planning a \$100-a-plate
dinner honoring Eddie Cantor's
45th anniversary in show biz to
kick off its 1945 fund-raising camgaign. Fete is slated for late in
December at the Hotel Astor, N. Y.
Same month will see the opening on Broadway of Warner Bros.
him biography "The Eddie Cantor
Story" at the Paramount. Premere of the film itself will be a

ing on Broadway of Warner Bros. film biography "The Eddie Cantor Story" at the Paramount. Pre-Imere of the film itself will be a charity event for the building fund of the Educational Alliance, east side community house where Cantor spent much time as a child. Funds will also be used to build an Eddie Cantor Theatre at Surprise Lake Camp, Cold Spring, N. Y., the EA's summer camp for underprivileged children.



FOR LUCKY STRIKE Under Personal Management JOHN LEER 111 Firth Ave., New York

Film Biz Plays A Bit Part In H'wood's 50th Anni

Hollywood, Nov. 10.
Declining retail business in Hollywood hopes to get a shot in the arm this week with the much-heralded "Fiftleth Anniversary of Hollywood," but the Industry that focused world attention on the orange groves of Los Angeles is serving only as a shill in the commercial pitch. Anniversary actually marks a half-century since the area was incorporated. It has no officially moved here around 1910.

official connection with films which officially moved here around 1910. Hollywood's "Golden Year Events" actually got underway yesterday (Monday) but turned out to be nothing more than a collection of special sales by merchants in the area—a sort of glorified "Dollar Days" setup.

Celebration of the anniversary is slated to run a month. Film industry's sole contribution at the moment—with no prospect of any other cooperation indicated—is a "Hollywood Historama" which (Continued on page 62)

B.O. Reverses The Critics

Last week was beat-the-critics week on Broadway.

All three openings drew mixed notices, or worse. But all three are prospects for at least moderate runs and two stack up as potential money-makers.

Two more likely candidates for payoff listing are "The Solid Gold Cadillae," Max Gordon production which drew a six-to-one favorable press ta couple of the affirmative notices rapped the play but praised the performance), and "Kind Sir," Joshua Logan presentation which Joshua Logan presentation which got a six-to-one negative response, with unanimous approval of the performance and physical produc-

with unanimous performance and physical production.

Next entry, "The Trip to Bountiful," a Theatre Guild-Fred Coeproduction, received a three-to-two favorable nod, with two other notices in the yes-and-no classification. It also brought enthusiastic comment on the performances, Probably not entirely by coincificantinued on page 22)

Sin-ch Question

Sin-ch Question
Hollywood, Nov. 10.
Fifty years ago the founding fathers of Hollywood had their own ideas about bringing up their offspring. As part of the celebration of this neighborhood's half-century of existence the Chamber of Commerce dug up a document, deposited in the corner stone of the Hollywood High School, asking "Does the moral tone of Hollywood continue to be as it was when these words were written?" The words were a demand to abolish saloons.

As usual, parental advice goes in Vine Street and goes out Hollywood Boulevard.

Rejects Entertainers' Deductions

Cost of Getting Tony Martin a Part and of Defending Paul Draper Against Commie Charge No Go

Loyalty

Hollywood, Nov. 10.
Gen. David Sarnoff, RCA-NBC board chairman, at the Beverly Hills Hotel saw on the menu: "Frank Folsom Special."

Folsom is prexy of RCA, so Sarnoff ordered and ate spe-clal even though it turned out to be plain hamburger.

Medicine Show Stars Whale

Los Angeles, Nov. 10,
After an 11.009-mile sales promotion trip, Winnie — the only
whale on exhibition today—is back
in drydock here to await plans for
another tour next summer. She's
no cold weather gal.
Trek through 12 states, covering
a total of 58 cities, was sponsored
by Johnston, Freedy & Lampson
as a promotional pitch for the
firm's vitamin product, Tafon. Tieup was made with drugstores in
the cities played, with admission
to the exhibit limited to those who
had obtained free tickets from the
cooperating drugstores.

to the exhibit limited to those who had obtained free tickets from the cooperating drugstores.
Winnie's showbiz career began after her tail was knocked off in San Diego Harbor in March, 1952, in an encounter with the destroyer U.S.S. Frank Knox. After she was beached by the Coast Guard, the mammal was purchased by Art McBride, who owns the Ocean Aquarlum in Hermosa Beach, He spent a year embalming and preserving her—so that customers could come close even on a windy day—and had a special tail made to replace the damage done by the Navy. With a tail that could travel Winnie got a special trailer built, put a hinge on the tail so the trailer could pass all vehicle law requirements, and was ready to bring the worlds.

As the biggest thing in showbusiness Winnie got as procal in showbusiness.

to bring the wonders of the deep to the world.

As the biggest thing in showbusiness, Winnie played to 700.000 people in the 80 performance tour just ended. Setups were made on everything from downtown main streets to courthouse lawns.

Along with the exhibit, a sevenman crew, hended by Ken Barton and Oran Nance, Jr., handed out free copies of an eight-page tabloid newspaper written by Ned Cronin of the L. A. Daily News, all about the care, breeding, feeding and possibly seeding of whales. As many as 12.000 were distributed in one day and the crew contends that never more than 20 were found thrown away after a performance. nance.

Innie, a 40-ton lassie with a

Winnie, a 40-ton lassie with a 42-foot chassis, is the first, whale ever available for exhibit off rail-road right-of-ways. Previously such mammals could travel by railroad flat only.

MARLON BRANDO AT \$150,000 PER FILM

Marlon Brando is getting costlier. He's collecting \$150,000 un-

Washington, Nov. 10, .. Cyd Charisse and Paul Draper have filed appeals with the US. Tax Court to reverse income tox claims made against them by the Bureau of Internal Revenue

Miss Charisse has appealed a Miss. Charisse has appealed, a Revenue Bureau nix of her claimed deduction of \$12,000 in 1949. She says the money was lent by her husband, singer Tony Martin, to a film producer as a business expense to help get Martin a starring part in a film. She cláimed this was a business expense to forward his career.

Bureau refused to okay \$12,200 Bureau refused to okay \$12,200 in legal fees claimed as a deduction by Paul Draper who said in his petition that the money was spent defending himself from charges that he was pro-Communist. Charges was made against him by Mrs. Hester McCullough, of Greenwich, Conn.

As a result, the dancer claims, his income fell from about \$42,000 a year to less than nothing in this country. In 1949, said Draper, he hired a law firm in an attempt to disprove the charges. Petition does not state the suit's outcome. Draper now lists his address as Anieres, Switzerland.

GOLDWYN BIDS 500G FOR LINDBERGH BIOG

Samuel Goldwyn, who's now in N. Y., is an active bidder for riscoto Col. Charles A. Lindbergh's account of the first trans-Atlantic flight, "Spirit of St. Louis," but a deal "is in a state of suspended animation." Goldwyn is reprented as prepared to pay over \$500,000 for the property.

However, the Lindbergh family is said to be waiting to hear from Hollywood friends (unidentified) who also have expressed an interest in buying. Decision on who winds up with "St. Louis" is expected at the end of this week.

Rosenberg Case Theme Of New Commie Legiter

Vienna, Nov. 10.

As was probably inevitable. Communists back of the Iron Curtain have concocted a dramatic version of the Ethel and Julius Rosenberg case. The Red Budapest paper. Est Budapest, recently announced a play called "Loyalty" by Miklos Gyarfas to be presented at the Madach Theatre. Stars, plaving the Rosenberg couple, will be Klari Tolnay and Josef Timar.

Paper describes the drama as a

Tolnay and Josef Timar.

Paper describes the drama as a four-person work. In addition to the Rosenbergs, characters are a stranger "who promises them freedom if they will give lying testimony" and a jailer. Naturally, the Rosenbergs hold out for their principles, "dying bravely in the cause of truth." "Loyalty" will be preemed in mid-December.

Palance, Thriving Nasty. Yearns to Be Lovable

der the deal with film producer Sam Spiegel to star in the upcoming "Waterfront," Budd Schulberg story which Elia Kazan is set to direct. Three years ago, Brando's payoff for the starring role in Stanley Kramer's "The Men" was \$40,000. He has been on the monetary climb since.

"Waterfront," incidentally, is running into financial problems for S. Legel on another front. United Artists has been slated as distributor and was to participate in the financing. UA already has advanced \$20,000 for pre-production expenses. However, the film company feels that Spiegel is overbudgeting the pic and may take no part of it after all.

Unless the differences 'are resolved, Spiegel obviously will be forced to seek out other financing and another releasing outfit. He plans to roll the production later this month, shooting on location in N. Y.

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CAPITAL GAIN ANGLES IN RKO

How to Make Color Feature for \$15,000 THEATRES RATE Allied Quietly Inventories What Film

Elmer Rhoden, Jr., and Kansas City Associates Launching a Cornball Exhibitors Special

Coincidental with the spotlighting of possible exhibitor-financial ventures in production, as recommended by Leonard Goldenson, a group in Kansas City is well underway with the preliminaries of making a picture. Headed by Elmer Rhoden, Jr., Commonwealth Theatres exec and son of the president of Fox Midwest Theatres, the K. C.-ites are doing a full feature in color, which is designed first for theatres and then television. It has a total cash budget of \$15,000.

Psst. You Studio Execs!

Psst. You Studio Execs!

Psst. You Studio Execs!
Here, Hollywood, is how:
Young Rhoden the's 31) wooed
two other K. C. exhibitors, Jay
Wooten and Ben Adams, and a
medico of the same town into investing \$5,000 each. In return,
they are to have 15% of the ownership, or, a total of 45%.

ership, or a total of 45%.

Bob Woodburn, formerly associated with CBS-TV, will serve as the director; Og White and Bill Veercamp, who have worked on industrial film in past, will handle the sound and camera work, respectively. They receive 20% of the film, in lieu of salary.

Rhoden, acting as producer and scripter, holds the remaining 35%.

The Lyceum Theatre in K. C., which for years has been shuttered (even the Delmar Hotel management which owns the property forgot that it had been a film house),

(Continued on page 22)

Orson Welles Talks-Film In English Based On French Canadian Lore

Montreal, Nov. 10.
Orson Weiles has been approached by local film execs to write, produce and direct an English language picture to be based upon folk lore of Ferench Canada. lie recently conferred here with Richard J. Jarvis and R. Mingo Sweeney, top officials of Frontier Films, who are planning such a venture at a minimum budget of \$750,000.

Prior to leaving for Paris, Weiles Prior to leaving for Paris, weites-declined to comment on any pos-sible deal with Frontier but noted that he is "tremendously interested in the lore and legend of French Canada." Meantime, Sweeney ex-pects to resume discussions with Welles in Paris next January. It is housed to finance the project enhoped to finance the project en-tirely in Canada.

REPUBLIC FINANCES BRUCE IN MEXICO

Hoilywood, Nov. 10. Hollywood, Nov. 10.

George Bruce, head of the newly organized Nepix Corporation, closed a deal with Republic for the bankrolling and release of the company's first picture, "Blood on the Stars." Film will be made in Mexico City with Bruce producing and directing his own story.

He is second indie producer to be financed by Republic under the

He is second indie producer to be financed by Republic under the new policy adopted by Herbert J. Yates. Virginia Van Upp, with "The Big Whisper," was the first.

SMALL TOWN C'SCOPE

Great Bend 900-Seater Loses 200 For Widescreening

HIGH AS REALTY

'Jesse James' Women'

Group of exhibitors in Mississippi recently completed production of a western pic starring Don (Red) Barry. It's titled "Jesse James' Women."
The exhib-producers, shooting in the outdoors of the south, reportedly had a budget of \$100,000 but exceeded this by \$20,000.

Reissues, Dubs

Hold Clue To

Shortage of features, now begin

Shortage of features, now beginning to be feit by some of the smailer situations and likely to grow worse within the next few months, is giving exhibs second thoughts on double features. Couple of houses have begun experimenting by coupling new releases with reissues, and/or with dubbed foreign imports.

Allied Unit Charges

sired film.

Warners 'Force' Extra **Product on Exhibitors**

An Allied States Assn. unit has An Affed States Assa. Junit and charged Warner Bros. with "forcing" pictures on exhibitors. Term "forcing," as applied to the pic biz. invoives the purchase of additional pictures in order to obtain a desired the state.

Dual Policy

Deal quietly consummated last Friday (16) for the sale of Howard Hughes controlling stock interest in RKO Theatres is expected to in RKO Theatres is expected to have the following realistic results:

1. Liquidation of various RKO theatres at hefty capital gain (26%) tax! benefits, a prospect reflected in immediate rise of the stock.

in immediate rise of the stock.

2. The upper echelon executive team will undergo few changes and the Board proper will reflect new owners, N. Y. stock broker David J. Greene and participants in his investment company.

Greene group paid \$4.75 per share for Hughes' block of 929,020 shares, or a total of \$4.412,845.

Key money men behind the RKO Theatres acquisition are George Markelson and Albert List, who put up the major part of the cash via David J. Greene's investment company.

Markelson was identified simply as a private investor.

Markelson was identified simply as a private investor. List is head of U. S. Finishing Co. and is now the chief indi-vidual RKO Theatres share-owner, holding 880,000 shares. For this bundle List paid \$3,-250,000 in cash and 200,000

shares of pic company stock to Hughes. List had been second largest RKO Pictures stock-ho'der.

dubbed foreign imports.

Question that's bothering the theatre operators is whether, in the light of the new developing industry pattern, it'll be possible to retain a double feature policy at all. While many would gladly duck it, they're also concerned over public reaction, after all these years.

Latter has been confusing. Where most polls will tend to show that the better part of the audience would gladly do away with (Continued on page 26) ho'der.

Greene already holds two seats on the theatre company's board—one occupied by himself and the other by his associate, A. Louis Oresman—which he acquired in a proxy fight with management two years ago. Of the balance of the six-man directorate, management is represented by prexx Sol A. Schwartz and attorney Edward C. Raftery, Irving Trust Co., which had been trustee for Hughes' stock, is represented by Ben-Fleming Sessel and William J. Wardali.

Immediate removal from the

Immediate removal from the board of Sessel and Wardail appears a certainty.

Schwartz 'Status Quo'

Schwartz' position with the cir-cuit is represented as "status quo." Earlier this year the president was

(Continued on page 20)

Stocks Exhibitors Already Possess

What of RKO Pix?

Sale by Howard Bughes of his controlling stock in RKO Theatres set off immediate trade conjecture anent his next move relating to RKO Pic-tures. Speculation ranged from the online that the sciences tures. Speculation ranged from the opinion that the airman will sell out his film company holdings, to the opposite view that Hughes will use the cash from the theatre sale to buy up more picture stock.

One distribution exce in the east declined to make like Nostradamus. "Highes is unpredictable from one day to the next," he said.

Hot Dogs For **Football Fans** -In Theatres

As a result of its first test of portable theatre TV equipment for its weekly series of Notre Dame (ootball games, Box Office Television, Inc., the promoters, said the "ereenlight" was on for the addition of more small theatres in the closed-circuit network. Test was made at the 750 seat New Theatre.

tion of more small theatres in the closed-circuit network. Test was made at the 750 seat New Theatre in Elizabeth, N. J., where 600 people paid \$1.25 each to view ND's 28 to 20 victory over Pennsylvania. Overall gross last Salurday (7) of the fourth theatre grideast was an estimated \$12,000 in 11 theatres in nine cities.

Sid Stern, operator of the New Theatre, first house under 1000 seating capacity to receive the grideo this season, termed the results as "extremely grafifying" and indicated that he would carry the events for the remainder of the season. He said his usual Saturday afternoon biz consisted of about 400 kids at 25e each. Stern's deal with BOTV calls for a \$50 rental (Continued on page 16)

Allied States Assn., which has set as its task the acquisition of stock in one or more film companies so that exhibs can have a voice in management, is quietly tabulating pix company stocks owned by individual members. Allied units are asking members to advise their local offices of their holdings which "will not be made public but is morely for the guidance of the committee now working on the suggestion to obtain exhibitor representation on a board of directors."

Additional buyups, following an analysis of the holdings already in possession of exhibs, are also contemplated. However, before a move is made in this direction, a careful study is being made of the bylaws of the various companies to determine which one Allied has the best clamre to land a representative on the hoard.

bytaws of the various companies to determine which one Allied has the best clampe to land a representative on the board.

Allied leaders admit that the task is a long and involved one necessitating a careful study of stock market procedures. If purchases of additional stock are made, it's indicated, it will be made in such a manner that the price of shares will not be affected. Attempt will also be made to line up for voting purposes motion picture stock held by individuals not directly connected with the industry. Pitch will be that exhibitors, as the eventual customers of the product, will be best able to guide and lend advice for the general good of the company.

Prisoner of War Themes

Hollywood, Nov. 10.

Two films based on the tront page news about prisoners of war in Korea are in preparation, one by Metro and one by indie producer Bryan Foy.

Metro has the jump this time, with "The P.O.W. Story" stated to start Nov. 30, with Allen Rivkin working on the final draft of the screen play. Foy's project, "P.O.W. 13," is still in the preliminary stage.

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INDEX

Bille Chatter House Reviews Inside Legit Inside Pietures Inside Radio-TV 63 42 International 13 Laterati Masic 48 62 Night Club Reviews ... Obitmaries

Radio Peviews
Record Heviews
Television Reviews
TV-Films
Unit Reviews
Vandeville DAILY VARIETY
(Published in Hollywood by
Daily Variety, Ltd's
\$15 a Year \$20 Foreign

Rad o-Television

National Boxoffice Survey

Some Keys Hit by Storms; 'Robe' No. 1 for 7th Time, 'Cinerama' 2d, 'Eternity' 3d, 'Mogambo' 4th

sired film.

Allegation is made by the Allied Caravan of Iowa. Nebraska & Mid-Central which says that Warners has become "about as high and mighty as they come in the past year." Exhib outfit says complaints are being sent through channels "and there is going to be a showdown on this pretty soon." Warning its members to "remember, you do not have to buy more product than you want in order to get a The season's first snowstorm along the Atlantic seaboard is sloughing biz currently at first-runs in the bigger castern key cities covered by Variety. In other sections of country, biz is a bit spotty in present session, with box-office champs of recent weeks still holding to their high positions. Showing of many pix outside of the top five grossers indicates a scarcity of really big productions for top first-runs.

No. 1 spot again is being occupied by "The Robe" (20th) for the seventh consecutive stanza although pic is nearly 100% holdover or extended-run. It is grossing better than \$730,000 or about \$500,000 more than its nearest competitors.

"Cincrama" (Indie) is moving up press proposed in N. Y. "Queen of Sleba" (Indies, shapes sock on "Cincrama" (Indies) shapes sock on you do not nave to buy more product than you want in order to get a picture," Allied unit advises them to report "forcing" attempts to general counsel Abram F. Myers in Washington. Washington.

According to the mid-west outfit, the WB order "is being sent down from higher up" and is not emanating from the branch offices. "Product is a bit on the scarce side now and will get worse," says the exhiborg. "Apparently Warners are taking advantage of this fact to insist on getting a market for all their pictures."

competitors.
"Cinerama" (Indie) is moving up "Cinerama didde is moving up to second position after being third and fourth for weeks. Launching in Washington, D. C., is adding to its total. "Here To Eternity" (Col) is finishing third as compared with fourth a week

ago.
"Mogambo" (M-G), second last session, is winding up fourth while Martin Luther" (Indie) is taking

CinemaScope will be given its first small-town, small-theatre tryout around Dec. 1 when 20th-Fox "The Robe" is due to open at the Crest Thea N., Great Bend, Kans. Town has a population of 8.000.

Crest house, which is a unit of Commonwealth Theatres, crizinally was a 900 seater. But the Secondary of Commonwealth Theatres, crizinally was a 900 seater. But the Secondary of Commonwealth Theatres of Commonwealth Crest house, which is a unit of Commonwealth Theatres or crizinally was a 900 seater. But the Secondary of Commonwealth Crest house, which is a unit of Commonwealth Crest house, which is a unit

to show this mice being a beading gro ser for many weeks.

"How to Marry a Millionaire" (20th), which promises to be an other smash CinemaScope grosser, is setting a new house record on preem week in L. A. It hegan its N. Y. engagement yesterday, playing day-date at the Globe and State. "Take High Ground" (M-G) is another newcomer showing real promise, being nice in Frisco, tall in Portland, Ore, Justy in Chi and good in Scattle.

"East of Sumatra" (U), good in Cleveland, is fine in Chi. "Ki s, Me Kate" (M-G) looms just good opening week in N. Y. "Queen of Sheba" (Indice, shapes sock on preem session in N. Y. "All Brothers Weev Valiant" (M-G) is good in Boston.

in Bastan.

in Boston.
"Crazylegs" (Rep., also new, is nice in Boston while "Sins of Jezebel" (AA looms big in Bolto, "War of Worlds", (Par., big in Minneapolis, is fast in Omniba, "Captain's Paradise" (Looretts, is right in Chi. "Stalag 17" Parlooms brisk in Chi. "I, the Jary" (UA), solid in Detroit, is good in Frisco.

Youngstein to London Max E. Youngstein, United Artists v.p., leaves N. Y. today (Wed.) for a 10-day swing of London and a few capital cities on the Continent where he'll launch work on UA's 35th anniversary observance. Program he's lining up includes several industry dinner celebrations abroad. Mean-

MIRACLE-GROGGY FILM MEN RESPECTFUL OF SARNOFF'S ELECTRONIC PROPHECIES

has developed a method of photographing color and black-and-white pix on magnetic tape for immediate reproduction has exhibs wondering what other innovations the electronic age might have in store for them. Theatre operators also aren't unmindful that introduction of any months of the production of any months of the production of the photographic production productio

have in store for them. Theatre operators also aren't unmindful that introduction of any radical new systems is likely to cost them a good deal out-of-pocket.

RCA board chairman Brig. Gen. David Sarnoff last week told a Coast gathering of the tape development which, he said "obviously holds great promise for the motion picture industry as well as for the television Industry." Method, said Sarnoff, does away with all chemical processing.

od, said Sarnoff, does away with all chemical processing.

Labs Reaction

Film biz exees, including the Ny labs, received the news with interest but without any apparent sense of immediate danger. It's pointed out that, if tape is to replace film, the process will first get started at the studios and that, presumably, it would be coupled with more intensive experimentation with electronic cameras. Various studios, and notably Paramount, have made tentative tests with so-called "slave" TV cameras which are attached to the regular film cameras.

Advantage here is said to be the possibility of electronic editing, with the director able to choose from various angles by watching monitors in a control booth. Difficulty so far has been the recording of the TV images on film, since the quality of kinescope doesn't approximate that of film exposed the regular way.

Feeling in N.Y. is that, even should tape be developed to the point where reproduction from it provides an image that quality-wise compares with film, there may be considerable resistance to it for quite some time. In theory, the advantages of tape use are considerable.

considerable.

At the studio, rushes could be viewed almost the minute footage has been lensed. Rejects could be discarded by simply wiping off the limage and starting afresh. Judging by Sarnoff's statement, an unlimited number of "prints" could be struck from the exposed tape and the process of doing so would be a lot faster than the present ways of film development.

Theatres would have to install either new projectors capable of picking up and translating 'the tape-recorded signal to the screen or recording it on film for projection via regular equipment. Latter means isn't considered practical since it would require a setup At the studio, rushes could be

ter means isn't considered practical since it would require a setup smilar to the one employed by Paramount for its inter-mediate theatre TV system. There the image is recorded onto film off the face of a TV tube. Film is developed in less than 60 seconds and ready for projection.

While no details are available, technicians believe that the way to project tape would be similar to the direct-projection RCA theatre TV system which has been used with color as well as black-and-white.

white, Exhibs who've read the Sarnoff

Exhibs who've read the Sarnoff perdiction about tape say that nothing would surprise them any more. Thest time a fellow comes along and tells me about showing petures without a screen and by just activating electronic particles in the air. I don't think I'd laugh it off. The man may have something."

CODE HAS NO HINTS TO HELP CENSORSHIP

West Memphis, Ark., Nov. 10, West Memphis city officials are entinging on the prowl for

Will Include Motors. Travel, Toiletries, Too

Washington, Nov. 10.

Rep. Noah Mason (R., Ill.), author of the bill to repeal the 20% admissions tax on motion pictures, disclosed over the weekend that the House Ways and Means Committee is considering new legislation to wipe out the bite of pix houses.

Mason, a member of the commit-tee, said it is one of several taxes for which repealers are considered. Other consumer excises which might be eliminated include those on automobiles, electric light bulbs, transportation tickets and toilet articles.

transportation tickets and tolet articles.

Another subject under consideration, which would interest all corporations in the amusement field is elimination of "double taxation" of dividends. At present, corporation earnings are taxed first as corporate income, and a second time as individual income when distributed in the form of dividends to stockholders.

In place of the selected excises, according to Mason, Congress might vote a general 5% excise on all manufactured items.

ANOTHER (7TH) CLOSED HOUSE REACTIVATED

Minneapolis, Nov. 10. Reopening of the nabe Granada here, scheduled for Dec. 25, will bring to seven the number of Twin bring to seven the number of Twin Cities' shuttered theatres that have re-lighted in the past half-year. During that time not one show-house has tossed in the sponge, although a third TV channel came

although a third IV chamber came into being.

Ted Mann, operating the Minneapolis and St. Paul World and a Duluth, Minn., outdoor theatre, has leased the Granada from Rubestein & Kaplan, its owners, and will institute a "fine arts" valian.

Studio Pay Dips

Wages of film studio workers went into a slump during the month of September, dipping to an average of \$107.40 a week, compared with \$116.16 for the previous month, according to the California Labor Statistics Bulletin.

California Labor Statistics Bulletin.

Drop in wages was the result of a cut in the number of hours worked during the month. It amounted to an average of 38.6 hours per week at \$2.78 an hour in comparison with 41.4 hours at \$2.80 during August. Last year's September earnings were \$112.48 for 41.3 hours weekly at \$2.72.

Eric Johnston lightly and politoly discourses on

What's a Motion Picture?

an interesting editorial feature in the upcoming

48th Anniversary Number

VARIETY

112 Terrytoons Sold to CBS, **Agency For TV**

United front of the major film companies against the sale of pix to TV is cracking in a couple of spots in what's regarded as a sig-nificant move to rake some video dollars while the going is still good.

niticant move to rake some video dollars while the going is still good.

Deal for 112 Terrytoon sound shorts to go on TV has been set by Paul Terry, producer of a shorts series which is released through 20th-Fox. Sale, which brought him \$140,000, was Terry's first and doesn't involve 20th directly since the distrib does not have the TV rights to the one-reelers. At the same time it's reported that Paramount, too, is unloading about 100 old sports subjects and cartoons to TV.

Terry deal was worked out through the William Esty agency with CBS which starts presentation of the shorts the week of Nov. 15 in a quarter-hour show called "Barker Bill." General Mills will bankroll for Sugar Jets. Initial arrangements cover a 26-week period with two programs skedded weekly. Show starts over 14 stations but eventually is expected to run on as many as 80.

INDIE FILM COMPANY **FLYER IN RADIO DISKS**

Hollywood, Nov. 10.
In addition to its theatre motion picture activities. Wayne-Fellows Productions is taking a flyer into the radio transcription field with a fictional series based on the adventures of an investigator of Un-American Activities.
Pilot show has been scripted and directed by Budd Lesson with Jim

directed by Budd Lesser, with Jim Atness and Doe Avedon in top roles,

Overlap In Film Spectacles

that Italians, Who Started Them, Yearn Return to Super Colossals But Collide With Yankee Choices

with a Hollywood that of late also has grown considerably spectacle-conscious. Upshot—unless there a couple more compromise deals—is going to be a duplicity of costumers that may fascinate critics but isn't going to do producers any good at the pay window.

West Memphis city officials are continuing on the provider and the provide

Italian producers' yearning to pieted "Theodora Empress of Byreenter the spectacle in which they predominated prior to World worldwide distribution set for with a Hollywood that of late also has grown considerably spectacles conscious. Upshot—unless there conscious. Upshot—unless there conscious are compromise

Tennyson Up to Date

Hollywood, Nov. 10.
Alfred Tennyson's babbling brook may go on forever, but not the brook used in a sequence for UI's "Tanganyika."
When the troupe landed on location at Agoura, a few miles trom the studio, the brook that had babbled a few days before had run dry. had run dry.

had run dry.

A radiophone to the studio
brought a fleet of tank trucks
carrying 200,000 gallons of
water, each gallon equipped
with a babble, Production was
held up for three hours.

Sunday Schools in Theatres

Lubbock, Tex., Nov. 10
What to do with long-closed theatres? S. J. Neyland of the
Wallace Circuit has four of his chain's six closed houses turned
over to churches for Sanday School and Bible Class use. Churches
pay no rental but assume responsibility of upkeep.
Best of all: Neyland expects they'll get to like the theatres and
eventually want to buy the properties.

London Critic Raps Yank 'Sidestreeting' of Best British Attractions

London, Nov. 10.

Asserting that he has "had erough of this nonsense." Reg Whitley, film critic of the London Daily Mirror, attacks the policy of the American motion picture Industry in slipping top British features into back street art houses. "It is high time," he wrote, last week, "America stopped giving our industry a shoddy deal. Hollywood's chief customer is Britain; why can't our films have a fair chance to earn dollars?"

Pegging his remarks to a new,

chance to earn dollars?"

Pegging his remarks to a new British made comedy, "Genevieve," which has been a domestic box office smash, Whitley claims it challenges comparison with any American or continental production "so why can't it be given a real break at big cinemas in the key cities in the United States?"

He opines that the policy is mo-tivated by the US industry's de-sire to keep competitors out of the States. "In short, their policy is all take and no give," he adds,

FOREIGN 'ADVISORY' UNIT REACTIVATED

Foreign film advisory unit is being revived by the Motion Picture Assn. of America as a result of renewed interest on the part of foreign producers anxious to break newed interest on the part of for-eign producers anxious to break into the U. S. market. As a starter first N. Y. screening in six months was the Japanese film, "The Im-postor," produced by the Shochiku Co. in Tokyo. Pic has English sub-

titles.

The MPAA unit is now under the supervision of Taylor Mills. It was originally started a little more than two years ago as a clearing house for information on the American market for foreign films. Its functions were, and still are, advisory. However, the center also makes an attempt to provide foreign producers with a contact with American distribs and exhibs via screenings. At no point does the MPAA enter into the negotiations for a contract. for a contract.

Film Advisory group has always been considered a valuable talking been considered a valuable talking point in the negotiation of film agreements abroad. As far as MPAA is concerned, it clinches the argument that the industry in this country encourages the influx of product from all parts of the world and that, in fact, it stands ready to extend a helping hand. In its early stages, under Bernie Kreisler, the unit brought over leaders of various industries abroad on "see for yourself" missions.

Reactivation of the advisory con-

Reactivation of the advisory center stems in part from the foreign producers' impression that, with a product shortage threatened in the U.S., they may be able to step, in and help fill the breach.

Europe to N. Y.

Alfred Black
Paul Bowles
Milton Cross
Eric Johnston
William Keighley Winiam Reignicy Sir Alexander Korda Prince Littler Chrlstopher Morley Jerry Whyte Tennessee Williams

N. Y. to L. A.

Jim Backus Saul Bernie Donald A. Davis Howard Dietz lloward Dietz
Ed Ettinger
Frank Kelton
Joe Laurie, Jr.
Edward Levy
Edward D. Madden
Betty Madigan
Dorothy B. McCann
Charles C. Moskowitz
Charles M. Reagan
Nicholas M. Schenck
Dennis Stock
Stanley J. Wolfe
William Wyler

Exhibs' Sons Propose Pool Of Young Brains

Scions of many top film exhibitors may get together in a meetand the state of t

west Theatres.

The young exec feels that the second-generation boys could come up with something fresh in the way of a boxoffice-building project. Reade told Rhoden that the idea will be given consideration. Reade, himself, is head of the N. Y.-N. J. circuit founded by his late father.

Sons of prominent fathers in ex-

circuit founded by his late father.

Sons of prominent fathers in exhibition whose names were mentioned by Rhoden in connection with the recommended get-together include Ed Fabian, son of S. H. Fabian, Stanley Warner-Cinerama topper; Myron Blank, son of A. H. Blank, veteran circuit operator of the Des Moines area; John Rowley, son of E. H. Rowley, head of Texas United Theatres; Tom Edwards, Jr., son of a southern chain owner, and others.

That the younger element is moving up, incidentally, was shown in part at last week's Chicago convention of TOA. At this, Ed Fabian was appointed to the theatre organization's executive committee.

In the manufacturing field there is a Young Presidents Organization composed of executives under 40 who head businesses grossing \$2,000,000 or more annually. Many of the several hundred YPO's are sons of founding fathers.—Editor)

L. A. to N. Y.

L. A. to N.
Lauren Bacall
John Bash
Jack Broder
Edward Carrere
Andre De La Varre
Andre De La Varre
Angna Enters
Glenda Farrell
Alan Foster
Freeman Gosden
William Heineman
Paul Henreid
Jean Hersholt
Judy Holliday
Bob Hope
Cornwell Jackson
Barry Jones
Victor Jory
Peter Lawford
Fred MacMurray
Gordon MacRae
Horace McMahon
Frank Mattlson
Ray Noble
Helen O'Connell
Louella O. Parsons
Gail Patrick
George Rosen
Hal Sawyer
Joseph M. Schenck
Joe Schoenfeld
Louis Shurr
Mark Stevens Louis Shurr Mark Stevens Charles Walters Robert Wise

N. Y. to Europe

Peter Cotes
George Englund
Carl Erbe
Matty Fox
Peggy Ann Garner
Morgan Hudgins
Kurt Kaszner
Sir Alexander Korda
Joan Miller
Eleanor Parker
Peter Riethof
Sir Carol Reed
Charles Schnee
Robert Taylor
Carlos Thompson
Karl Tunberg
Oliver Unger
Max E. Youngstein

ID VANDALS RILE ALL OF U.S.

NAM to See Closed-Circuit Color

Nation's top industrialists will view first-hand a closed-circuit culor telecast when the National Assn. of Manufacturers convenes at the Waldorf-Astoria Dec. 4.

Theatre Network Television will present the colorcast, setting up four 30-foot square screens in the hotel's large assembly rooms to catch activities in the main ballroom.

Quarrel Over Profits on 3-D Specs; Distribs Want Share of Exhib Markup

Theatremen in some areas, while + paying the customary 10c per pair tor 3-D viewing glasses, and are charging their customers in excess of that amount, are beefing that some distributors are demanding a cut on the extra money. In addi-tion to complaining anent sharing cut on the extra money. In addi-tion to complaining anent sharing this extra 3-D coin, exhibs also are hinting that the practice presents some legalistic uncertainties.

Many theatreowners, particularly in the south and the midwest, have been charging 15c. for each pair of specs. In a few cases a price of 20c. has been noted,

Exhibs Contention

Exhibs Contention
The exhibs contend that they're entitled to the extra revenue because of their expense in handling the glasses and to cover losses which are not charged to the specs manufacturers for some reason or other. The distrib cut comes into play in licensing deals whereby the theatreowner deducts his house expense, including the cost of glasses, and splits the remainder of his and splits the remainder of his gross with the distributor.

gross with the distributor.

In a 50-50 arrangement, the distrib also takes 50% of the money on viewing glasses which is over the 10c-per-pair price paid by the exhibs, the latter claim. This income is the same as regular admissions money for the distributor, yet there's no 20% tax on it as there is on—admissions. Consequently, some theatremen wonder if the distribs are on firm legal ground in demanding the extra coin. Exhibs claim they, themselves, are all right, legalistically, of course.

Cut COMPO's **Exhib Dues**

Chicago, Nov. 10.
COMPO dues for exhibs were cut 25% at the close of Theatre Owners Assn. convention here last week. Sam Pinanski, exhib rep on COMPO triumvirate, read to Board of Directors the following statement at wrapup session:

"In view of the position which COMPO finds itself financially, with carryover (of approximately \$50,000) justifying lesser demands for funds, it has been decided to cut back exhibitor dues by 25%. The distributors have agreed to a dollar for dollar matching of these funds."

MPAA members have agreed to match exhib donations and estimates its liability at \$150,000 on this basis. If exhibitor dues exceed this figure, distributors will meet the overage on the same dollar for dollar basis.

Statement was signed by Pinān-ski. Al Lichtman, Trueman Rembuschi. Pat McGee, Wilbur Snaper, Col. II. A. Cole and Abraham Myers, Board voted to continue COMPO for one year with Pinanski to continue as its representative.

'Eternity' Exits by Xmas

The end of Columbia's "From Here to Eternity" at the N. Y. Capitol Theatre is in sight. Film concluded its 14th week last night (Tues) and will continue for either five or six weeks more, but in any event will be out of the Cap by Christmas.

Buys TV Drama

Hollywood, Nov. 10.
Harold Hecht bought "Marty," a TV drama, for reproduction on the theatre Screen by Hecht-Lancaster Productions, Shooting will start in May, with Paddy Chayeisky, author of the TV yarn, doing the screenplay.

\$750,000 MORE **OUT OF BRAZIL**

With the Brazilian government With the Brazilian government expected in the near future to distribute \$45,000,000 to cover its debts to importers in the preferred category I, American distribs hope to receive an added \$750,000. Coin would bring their total receipts from Brazil so far to \$4,500,000, leaving approximately \$11,000,000 in frozen coin still to be thawed Brazilians insist that they'll pay off the full \$15,500,000 by the end of 1953.

Meanwhile, the American dis meanwhite, the American dis-tribs have agreed to participate in the film festival skedded for next Feb. 12-26 at Sao Paulo, Brazil, as part of the city's 400th anniversary. U. S. companies will each submit two pix. Brazilian committee then

U. S. companies with each submit two pix. Brazilian committee the mill pick the inv. toat are to be shown. Fete involves no prizes.

Large American group, led by Motion Picture Assn. of America prexy Eric Johnston, is expected to prexy Eric Johnston, is expected to have the million of the property of

RULES NEEDED

By HY HOLLINGER

Vandalism in theatres, a serious problem since the end of World War II, continues unabated to the War II, continues unabated to the extent that theatremen in various sections of the country regard it as a greater menace than television. Activity of the hoodlums, mainly teenagers, has become so acule that managers report that it is keeping regular patrons away from the houses.

The toughs have assaulted ushers, cut seats, smashed light bulbs, threatened women, thrown rocks at the screen, and damaged rugs and draperies. In drive-ins at takes the form of stealing loud-speakers, breaking fences and neon tubing in signs, scratching walls in rest rooms, breaking mirrors and stealing soap containers. While the degree of vandalism

While the degree of vandalism varies in different sections of the country it is a national problem. Educators, civic authorities and so-Edicators, evic authorities and so-cial workers point out that it is not confined only to theatres, but that the vandalism extends to the streets, the parks, the schools and even to the housing developments where the youngsters reside,

where the youngsters reside.

The reasons for the vandalism are attributed to many causes, but all are linked up in "a general feeling of unrest and insecurity", pervading the United States as well as the rest of the world. Miss Bertha Schwartz, Judge-elect of the Bronx, N.Y. Municipal Court and a member of the City Council of New York for the past eight years and the only woman on the (Continued on page 20)

(Continued on page 201

OK Given United Artists Seven Features Into Spanish Distribution

Valuntarily breaking their common front. American film companies last week gave their blessing to United Artists to deliver seven pix to the UA distrib in Spain. Total is equivalent to the number of licenses the local outfit has obtained from the Madrid government. ment.

Line of Credit

Distribution of the new \$15,000.000 will bring the Brazilians up to
Jan. 23, 1953, in their processing of
American distrib (all types) applications for dollars, according to
Robert Corkery, exec assistant to
Motion Picture Export Assn. v.p.
Ralph Hetzel. Money comes from
three sources including the Import(Continued on page 20)

(Continued on page 20)

UNIFORM, STRICT 'Little 3' of Yore (Col, UA and UI) **Now Compete With Lotsa Product**

Bogart in Culture

Hollywood, Nov. 10.

Metro will profit by a reduced admission tax in Holland during the screening of "Battle Circus," starring Hamphrey Bogart and June Allsson. Dutch government has classified the picture as "cultural" because it portrays the work of the Red Cross.

STUDIO CRAFTS WIN PENSIONS

Major film lots and the Int'l Alliance of Theatrical Stage Employes, representing studio crafts ployes, representing stando crafts workers, have reached an agree-ment, unofficially, on a new basic contract, calling for a general wage increase and a pension plan. Complete details of the compro-mise will be revealed only after they have been presented to the various IATSE locals for ratifica-tion.

General wage increase calls for a hike of 5%, cutting in hid the unions demand for 10% (In several classifications, however, the demands were for 15%. These were by-passed temporarily for further negotiations.)

In the general pension plan the studios agreed to pay two cents an hour on payrolls only. They turned down a request for an added sum from the gross revenue at theatrical pictures sold or least to television or those reissued for the regular film house market

New pact covers four years running to Oct. 25, 1957, with a provision for reopening on work-ing conditions and wage scales in 1955.

Bank Auctions 'Mirror' To Recoup \$600,000 Loan

Los Angeles, Nov. 10
Anction sale of "The Dark
Mirror," an Inter-John production,
will be held Dec. I at the L. A.
Hall of Justice to satisfy a loan of
S600,000 made by the Bapk of
America National Trust and Savings Assertation ings Association.

Coin was borrowed by Inter-John to finance two other pictures. "Mr. Peabody and the Mermand" and "The Senator Was Indiscreet."

Columbia, United Artists and inversal, once known as the Little Three" of the film business, a contrast with the "Big Five," in contrast with the "Big Five, will be in their strongest competitive position against the "majors" of Front the standpoint of will be in their strongest competi-tive position against the "majors" in 1954 from the standpoint of number of films on the market. Wall Streeters,"in touting Col and U stock (UA) doesn't have a pub-lic issue), are spotlighting continu-mag production as giving these com-panies a head start toward im-proved earnings.

proved earnings.

Col will have over 50 releases next year diaclading westerns), U figures on about 35 and UA will have over 40. Lineup from Metro, 20th-Fox, RKO, Paramount and Warners is uncertain but on the basis of curtailed production, numerically, the pix in distribution in 1954 doubtless will continue to drop

1954 doubtless will continue to drop

With fewer pix from these five outfits, other companies such as Col and U "are therefore expected to get more and better bookings for their pictures," notes Arnold Bernhard & Co., N. Y., investment advisers, in its Value Line survey of tilm company stocks.

Col receives this endorsement by Value Line. "Over the long term we project a considerable increase in the company's earnings. Reasons — (1) the expected maintenance of present levels of (theatre). (Continued on page 20)

(Continued on page 20)

20th Speeding C'Scope Prints

To speed up delivery of Chrema-Scope prints, 20th Fox has ordered its Delance lab in N. Y. to do the print work for "Hell and High Water" and "We Believe in Love." Switch from Technicolor is significant in that it may bring other Chremo-Scope print work to the Eastern labs which are squipped to handle Easthman color.

Becauce of the slowness with which Technics able to turn out Chremo-Scope prints, 20th is bucking a serious shortage of prints for "The Robe". Technic right now is turning out 35 prints a week. At present 20th has only 140 "Robe" prints available and the total should increase to 200 by the heguning of December.

Problem becomes acute due in part to 20th's desire to push openings of the first Cinema-Scope film both here and abroad and also became the initial stages of sterophonic sound development still require a larger than normal supply of prints. Four soundtracks are put on the film alongside with the pietme itself and the magnetic tracks have developed occasional bings.

Delance lab recently, processed a reef of "The Robe" which was

Defaire lab recently processed a reef of "The Robe" which was viewed by 20th execs. Results were said to be very satisfactory. De-

(Continued on page 20)

SCREEN WRITERS' WOE

Only 100 Members Working—TV Revenue Poor

Hollywood, Nov. 10.
The Screen Writers Gulld is on an economy kick and the reasons are not hard to find. First, only 100

are not hard to find First, only 100 members are currently on payroll at the major film studios. Second, the Guild expended \$35,000 to organize the television tim studios but has derived but \$5,000 income from that source since. Writers recognize that this is a transitional period of adjustment to new types of projection. Meanwhile it's murder on the organization which has a \$19,823 deficit for 1953 despite sweeping slashes, including elimination of public relations connect; curtailment of legil services, etc.

services, etc.
A vote will be taken on Nov. 17
with respect to a proposed increase
in basic dues for all Guildsmen
carning \$3,000 and up annually,

GOLDENSON AGAIN STRESSES FILM PROD. EXHIBS AS NECESSARY TO FUTURE

Many factors are working to-ards improved film theatre biz, eral counsel of the company, stated Y. Frank Freeman and Nate Blum-the exact legal terms which gave berg originally started out as exwards improved film theatre biz. Leonard H. Goldenson, Paramount Theatres prexy, told the N. Y. So-Theatres prexy, told the N. Y. Society of Security Analysts last Thursday (5), in painting a brighter picture of improved finances for the company. He reiterated the statement made to the Chicago convention of the Theatre Owners of America that exhibitors may find it necessary to go into production themselves to fill the product void and control the choices and indicated the directors of his company might consider such production or assist in obtaining financing for filmmaking of such motivation. motivation.

"I am sure that those who are interested," he said, "will find interested," he said, "will find groups within the industry ready and willing to finance their pro-ductions and to handle the distri-bution of their product on reason-able terms."

Christmas,
Next at the house will be Col's consent decree did not bar Paramount from going into production.

water II, Gross, veepee and gen-eral counsel of the company, stated the exact legal terms which gave his corporation the right to go into the production field. Golden-son, in illustrating how exhibitors are far from strangers in produc-

Lucius Beebe reports on

A Real Frontier Feud In Nevada City

. . one of the many byliners in the forthcoming

18th Anniversary Number

VARIETY

TV in Perspective

Despite the fact that the film industry still is in the throes of transition, the future of the picture theatre bitsiness looks good to Goldenson. Then he cited the factors which produced the sharp dip in theatre grosses starting in 1946. He did not see television as THE cause of declining grosses.

"There is no denying television's adverse effects, particularly in the novelty stages and in the periods of installment payments," he said, "Nevertheless, the answer is not that simple by a long shot. There have been other factors at work which, in my opinion, even without television, would have caused declining theatre receipts,"

Under-39 Age Group

Goldenson felt that it was erroneous to use the war years as a basis for comparison because those

basis for comparison because those years did not represent norm.

(Continued on page 24)

How to Marry a (CinemaScope—Color)

Sock comedy giving Cinema Scope second straight b.o

Hollywood, Nov. 5.

20th Fox release of Nunnally Johnson roduction. Stars Bedy Gable, Verlish from Lauren Bacali, costars David caster, Rory Calhonn, Camer Lauren, Carlon Foxall. Directed by Jehn Poxall. Directed by Jehn New Medical Science of the Medi

1 oco Betty Grable Pola Marilya Monree Schatze Page Lauren Bacch	
Pola Monroe	
Schatze Page Lauren Bacch	
Freddie Denmark David Wayne	
Phen Rory Calhorn	
Freddie Denmark David Wayne Eben Rory Calhorn Tom Brookman Cameron Mitchell	
J Stewart Merrill Alex D'Ares	
Walde Brewster Fred Clark	
d D Hanley William Powell	ì
Renton Percy Heltor	
Ch Driver Bulent Adler	
Planetes Organites Harry Carlos	
Plevator Operator Harry Carte Mr Olis Tudor Ower Antolne Maurice Marse	
Autoline March	
Man of Helder Comment Venture	
Man at prince , free Emmert vorce	ı
Madaine Hermine Steries	
Man at Bridge Emmett Voga: Madame Bernnett Voga: Madame Bernnett Abnu Vol Bennett Rankin Monstele	
bennett Rankin wanting	i
Jewelry S.desman Ralph-Reis	•
Maid Jan Arvar	2
Maid Ivis Colliding	n
Justice Dayton Luming	•
Best Man Van Des Aulel	8
Butler Eric Wilton Captain of Walters Ivan Triesaul Sleward Herbert Dein Emir George Sauce Mrs. Salem Hope Landl Motorcycle Policeman Tom Greenwa	ņ
Captain of Waiters Ivan Triesaul	ŧ
Sleward Herbert De in	:
Emir George Start	.1
Mrs. Salem	rì
Motorevele Policeman Tom Greenwa	٧
Models Charlotte Austin. sie:	γ
Anders, Ruth Hall, Jane Lide of Beryl McCutcheon, Lide Thom: Doormen, James E. Stone, Tom Marti	l
- Beryl McCutcheon, Lida Thom:	4
Doormen James F. Stone, Tom Marti	r

20th-Fox has its second straight CinemaScope winner in this showmanly combination of entertaining story, sock trouping and squeeze lensing. It's a solid conted that would click even without the anamorphic filming, but the photographic process, currently hot boxoffice because of "The Robe," gives added assurance.

The casting of Petty Grable, Marilyn Monroe and Lauren Barall in this type of girly golddigger plot is almost a guarantee of hearty ticket sales. Add Technicolor and mlx in Nunnally Johnson's production guidance and sereenplay, luxuriant costiming, chickle-loaded comedy lines and situations. From these solid values Jean Negulesco's direction builds a snart, entertaining show about three models on the prowl for three millionaires.

Story whips along at an interest-holding nace, which is and store.

three millionaires.

Story whips along at an interest-holding pace, which isn't slowed even by the obvious plot stops to permit a display of Cinema-Scope's ability to handle wide-angled panocamic views of street, waterfront and country scenery. The latter are startling in beauty and scope.

waterfront and country seenery. The latter are startling in beauty and scope.

The Johnson script draws for partial source material on two plays, Zoe Akins' "The Greeks Had a Word for R" and "Loco" by Dale Eunson and Katherine Albert. He has blended the legiter ingredients with his own material for snappy comedy effect. It plays enjoyably despite featherweight substance.

The plot has the three girls pooling physical and monetary resources for a millionaire man hunt and as the predatory sex game unfolds the chuckles are constant. Each winds us with a man. One is David Wayne, a fugitive from Uncle Sam's Internal Revenue agents whose apartment the girls have leased as a base for the chase. He gets Miss Monroe Another is Cameron Mitchell, a voung tycoon who dresses like alowly wage slave. He winds up with Miss Bacall. Third is Roty Calhoun, a poor but honest forest ranger who gains Miss Grab'e as a fire-watching companion. None is what the femme trio expected oget when the hunt started, but everyone is well satisfied with the ceults, including the audience.

It would be hard to give the edge. Certain for audience favor is Miss Monroe's blonde with astignatism who goes through life bomping into thimes, including nen, because she thinks glasses would detract. Also captivating is Miss Grable's Loco, a friendly cuddiy blonde who turns situations to dvantage until the great outdoors overwhelms her. As the brams of the trio, Miss Bacall's S. hatze is a wise-cracking, hard-soelled gal who gives up millions for love and gets both. The three male co-stars also register strongly.

any number of standout comedy situations in the plot.

In addition to providing the paying customer with a highly delightful comedy, 20th-Fox also furnishes a musical concert, which, in effect, acts as a prolog to the feature. This opener is the six-minute rendition of "Street Scene," composed and conducted by Alfred Newman, with the 20th-Fox Symphony Orchestra playing. It is another demonstration of Cinema-Scope's ability to project a full-stage presentation with an almost live effect. It also points up that the anamorphic lens does not supply a sharp image when focused on mass detail.

The color photography by Joe MacDonald takes full advantage of the beautiful art direction, the beautiful art direction, the other physical assets. Newman's overall musical direction, the incidental musical direction.

Walking My Baby Back Home (MUSICAL-COLOR)

Donald O'Connor, Janet Leigh in so-so musical; has names for sell-ing and needs them.

ing and needs them.

Hollywood, Nov. 10.

Universal release of Ted Richinton production. Stars Bonald O'Connot. Janet Leight features Buddy Backett, Loin selson, Seat Man Crothers, Kainbern Lock Son, Seat Man Crothers, Kainbern Lock Bacten, Screenplay. Don Metaure, Oscar Brodney, story, McGuirei camera, Croch Brodney, story, McGuirei Constant Constant Constant Colonia Control of Constant Colonia Constant Colonia Constant Colonia Co

Donald O'Connor and Janet

Donald O'Connor and Janet Leigh make a good marquee combination for so-so musical in Technicolor. On the strength of stars' following tintuner's chances in the regular Universal market are a bit brighter than the entertainment offered.

A potpourrl of songs, dances and instrumentals are turned out during the slowly pased 94 minutes as cubellishments for a story that never gets going. Some of the song-dance spots come over well, due to the talents of O'Connor in this department, but, on the whole, the entire affair never rises above routine. Numbers are over-length, giving the effect of being dragged out to pad the film.

Socialite O'Connor gets an Army

out to pad the film.

Socialite O'Connor gets an Army discharge and forms a band with his ex-G. I. buddles but the muste be plays has no pop appeal so it isn't long before his venture into muste folds. He joins a minstrel show operated by Miss Leigh's uncle and after this show folds too, the gets the idea to symphonize Dixicland. The idea clicks.

The title number, a revived pop.

the gets the idea to symphonize Dixieland. The idea clicks.

The title number, a revived pop, and "Glow Worm," also a re-born pop, head the list of the 12 tunes used during the picture. Others such as "Honeysuckle Rose," "Hop On the Band Wagon," "South Rampart Street Parade," "Down In the South," "De Camotown In the South," "De Camotown In the South," "De Camotown Races," "Hi Lee, Hi Lo," "Musk-rat Ramble," "Leibestraum Jumps," "Man's Gotta Eat," a new Seat Man Crothers-F. E. Miller tune which the former sings, and "Largo Al Factotum Della Citta" are both heard and seen among the vocal stints and dance numbers. Production nunters have little logic in their introduction to the footage. O'Connor cou'd have used stronger support in the hoofing and singing than he gets from Miss Leigh, although she's pleasant to watch.

Buddy Hackett, from niteries is

Shark River

Action melodrama filmed in Florida's swamp country: for regular programmer bookings.

Hollywood, Nov. 9.

United Artists release of John Rawlins production. Stars Steve Cochron. Carole Mathews. Warren Stevens; features Robert Cunningham, Spencer Eoc. Rawlins, Original screenplay, Joseph Carpenter, Lewis Meltzer; camera Color Corp. of America, Stanky Cortex editor, Hal B. Gordon: score, Irvany Gertz: editor, Hal B. Gordon: score, Irvany Gertz: colors, Lewis Meltzer Previewed Nov. 5.

23. Running time, 79 MiNS.

Daw Webley Warten Stevens Challey Webley Warten Stevens Curtis Parker Robert Cammingh in Johnny Daughterty Spencer Fox Mrs. Daugherty Ruth Foreman Sheriff Bill Paper

Sheriii Bill P.per

This United Artists release will

This United Artists release will

It has the flora and fauna found
in Florida's swamp sections to
boister a trite story. Add good
tints by Color Corp., of America
(Cinecolor) as asset.

Plot qualifies as an action melodrama and has an 1869 Central
Florida setting for the runoff of
some routine situations and dialog. As cast principals in the John
Rawlins presentation. Steve Cochcan and Carole Mathews handle
the chores acceptably. Not as
much can be said for Warren
Stevens as the third star. His
heavy role is hackneyed and he
plays it poorly. Others are relatively unimportant.

Production-wise. Rawlins has
gotten good outdoor values into

plays it poorly. Others are relatively unimportant.

Production-wise, Rawlins has gotten good outdoor values into the film, but his direction is uneven. Joseph Carpenter and Lewis Meltzer story has Cochran, the good brother, trying to get Stevens, the bad brother, through the Everglades to the coast so he can seek refuge in Cuba from a murder charge. While clumping through the swamp and dodging hostile Seminoles, the men come upon Miss Mathews, a widow who is running traplines with her mother-in-law and small son. She gives them aid, refuetantly, falls in-love with Cochran and flees the swamp with him after Stevens kills an Indian and, in turn, is himself killed.

Stanley Cortez' camera lingers

Stanley Cortez' camera lingers over swamp denizens, particularly reptile, but doesn't skip the feathered inhabitants, which are shown feeding and in mass flight. There are some interesting underwater shots of fish and alligators, Brog.

Thunder Over the Plains

Randolph Scott is okay west-ern actioner for market where the outdoor feature is standard fare.

i	Capt. Bdl Hodges Lex Barker
ľ	Norah Phyllis Kirk Ben Westman Charles McGraw
ı	Ben Westman Charles McGraw
ı	Lt. Col. Chandler Henry Hull
ı	Standish Elisha Cook. Jr.
ı	Balfour , llugh Sanders
	Faraday Lane Chandler
í	Conrad James Brown
ı	Kirby Fess Parker
	Sel. Show Richard Renusmin
	1.t. Williams Mark Dana Henley Jack Woody
	Henley Jack Woody
	Walter Morgan Trever Bardette
1	Jurgens Frank Matts
	McAvoy Steve Darrell
	Auctioneer Earl Hodgins

Northern carpetbaggers make the re-construction of Texas a tough job, but with Randolph Scott on hand to see it through, "Thunder Over the Plains" comes off as an okay western feature in WarnerColor for the regular ac-tion market.

for Elisha Cook, Jr., and Hugh Sanders to turn a dishonest dollar, Barker tries to make time with Scott's lonely wife, Phillis Kirk. All it gets him is a black eye and a desire for revenge. When Scott tries to get to the bottom of a murder charged against Charles McGraw, leader of the patriots. Barker uses the situation to attempt to kill the hero, but he's not to be done in so easily and eventually gets both his beloved. Texas and the other mixed up character straightened out for a happy ending.

Miss Kirk is a comely addition

ing.

Miss Kirk is a comely addition to the cast. McGraw is excellent as the man who defice both the North and the carpetbaggers. Henry Hull's commanding officer stint is short, but well done. Cook and Sanders are expert at their villainy, and the other casters come over capably.

Easy to Love (COLOR-SONGS)

Plush Techni song fest starring Esther Williams in aquatics laid against Florida's Cypress Gardens. Should strike re-sponsive b.o. chord.

Metro production and release. Stars
Esther Williame, Van Johnson, Tony Martin: features John Bromiteld, Edna Skinner, King Donovan, Paul Bryar, Carrell
Paul Bryar, Carrell
Walters, Producer, Joe Pasternak, Servenplas, Lasdo Vadnay and William Roberts;
based on a story by Vadnay; eamera
drechnicolor). Rey June editor, Gene
Ruggiero: musical direction, Lennie Hayton, and George Stoll, Previewed in X.Y.
Nov. 6, 33, Running time, 96 MiNS,
Julie Halletton Esther Williams,
Barl Lind
Martin Tony Martin
Barl Gordon Tony Martin
Barl Gordon Tony Martin
Barl Gerdon Esther Williams,
Barl Gordon Esther Williams,
Barl Gordon Esther Williams,
Barl Gordon Fand Skinner
Ben King Donovan
Mr. Barnes Paul Bryar
Garle Gardon Esther Goldon
Mr. Barnes Paul Bryar
Garle Gardon Eddie Oliver

Metro's special knack for turning out big, splasby musicals on a lavish scale that so dazzle the eye that the story becomes negligible is exemplified in "Easy to Love," produced by the maestro of musical spectacle, Joe Pasternak.

Accent is on entertainment and nothing else; its stars are appealing in and out of the water, and the Cypress Gardens, Florida, backgrounds, first exploited by Cinerama, contributes some highly scenle footage. Too bad that the story had to be so lightweight, but then, with all the swimming, water skiing, singing and plush mountings maybe there just wasn't room for plot.

Estler Williams, shapely and vivacious as the much sought-after aquatic star whose only aim in life is to "hook" Van Jonisson, delivers her usual cheerful performance. Technicolor lutes become Miss Williams and when her languid swimming routines tend to become a little overlong, there's always the lady herself to ogle.

Van Johnson is casy-going gent who manages a good comedy line when landed one. Tony Martin does a sork stint and delivers a brace of songs in topnotch fashion. His vocalizing seems quite natural even in situations where musical outbursts would ordinarily be surprising. Call it Metro technique. Martin is easily one of the pic's prime assets. His scene, when he gets a bunch of elderly matrons to join in a song with him, had charm, humor and real appeal.

Musical mimbers, created and directed by Busby Berkeley, moved casily and looked attractive. There are plenty of lively tunes to help brighten the proceedings. Among them are the ever-lovely Cole Porter song. "Easy To Love." "Didja Ever." "Look Out. I'm Romantie," "That's What a Rainy Dav Is For." and "Coquette."

The Pasternak touch is amply evident in the film which was megged by Charles Walters. Every possible advantage is taken of the Camera moves to the water skiing climax which has sock visual appeal as some 20 or 30 motorboats skim across the waters, leaving loamy white lines in their wake and forming an exciting pattern with the water skiers them s what the femme trie expected with the surface of the surface of

Isn't Life Wonderful! (BRITISH-COLOR)

Funny comedy has too many British stage stars to make it socko in the U. S.

London, Nov. AB Pathe release of Associated Brigger odditions Stars Elsen, Herlie Control of the Parker Donaton With Features P. Asher, Eleanor Simmer of the Parker Disame Poster, Ceeland Russell Waters, Directed by Troumer Russell Waters, Directed William Camera, Edwin Hillier: editor, E. B. dismussell Waters, Hollie Green in Musica and P. Wis musle, Phillip Green in Musica and P. At Studio One, London, Nov. 2, 53, 10, ning time, \$3 MINS,

Donald
Peter
Peter
Eleanor Summ
Dianne
Robert Un
Russell V
Cecil Tro Virginia
Frank
Green
Dr. Barsmith
Dr. Mason
Bamboula
Sir George Probus
Lady Probus
Cockie

Although not in the top ranking class of "Genevieve" or "Tittle of the stage of the sterling ingredients of both. It has charm and an intertious gaiety with consistently amusing dialog. Many funny situations arise through the experimental stages of the telephone, bicycle and automobile. With stage stars topping the cast, it should prove a good attraction for local houses. But for wider appeal, it somehow just misses. It may do in some U. S. city spots.

Set in the Jeisurely English country side of the carly 1900's, story centers on the whitewashing of an inebrlate wastrel before the arrival of an American fiance of one of the younger members of the family. At a gathering of relatives it is decided the brand must be rescued from alcoholæ burning and they pool resources to set up the black sheep In a busness of his own choosing, a bieycle shop. Despite its owner's discreetly hidden excesses, this prospers. A lovers, quarrel ends the betrothal, but all the parties concerned meet accidentally at a health resort and the young wooer asserts his manhood by knadpping his reluctant sweetheart, in an automobile he cannot drive. Presiding over all these antics, and speaking spasmodically as a compere-commentator, is a mischievous young redhead, to whom the ways of grownups are incomprehensible.

Cecil Parker and Eileen Herlie are ideally cast as the head of the family and his tactful spouse. Peter Asher is Impish and appealing as their six-year-old son. Donald Wolfit brings a Dickensian virility to the part of the old soak while Eleanor Summerfield is charmingly lachrymose as his sorely tried wife. Dianne, Foster is cute and decorative as the American girl. Robert Urquhart is duly convention-bound as her fiance. The supporting players include some talented legit veterans, to whom the speech and costuming are second nature.

In directing the pic Harold French keeps realistically in the period and gets full value out of every situation and characteriza-

Escape From Fort Brave (COLOR—SONG)

Well-made early west drama with good star names, aver-age prospects.

Age prospects.

Hollywood, Nov. 5.
M-G-M release of Nicholas Naytack peduction. Stars William Holden. Eleaner Parker, John Forsythe features William Benarest, Richard Anderson. Polls he gen. Directed by John Sturphilip Rose of the Company of the Property of the Property

MINS.
William Holten
Eleanor Parker
John Forss be
William Dematest
William Camplest
John Luptea
Richard Amberica
Polly Bersera
Carl Benton Reed

PUSH CENSORSHIP TO SHOWDOWN

Censorship Called Bulwark

Albany, Nov. 10.

The Evangelist, official weekly of the Albany Catholic Diocese, in an editorial (6) titled "Will Filth Prevail?" said that "whether one of the major influences contributing to moral decay will be allowed to go along unabated will depend on the decision that soon will be handed down by the United States Supreme Court on the foreign movie 'La Ronde.'"

Stating that "The most insidious breeders, salacious books and magazines and torridly sensual movies are permitted to generate evil in the minds of old and young in a vast sector of the country under the guise of freedom of expression."

The editorial continued: "if the Supreme Court was 'set adrift upon a boundless sea amid a myriad of conflicting currents of religious rows' on the decision it rendered in favor of the sacrification movie, 'The Miracle,' it should not be so bewildered in identifying what is patently indecent and immoral. Whether it can be said of the top jurists of the nation that they have a keen perception for what is evil and destructive to the welfare of society, will depend upon the forthcoming opinion rendered on 'La Ronde.'"

Jersey Votes Bingo, But Not In Theatres

Serious concern has developed among theatremen in New Jersey over the approval by the state's voters of the legalization of bingo games and raffles for charitable and civic purposes. By a better than two to one margin, voters favored an amendment to the favored an amendment to the state's constitution permitting the games. The games would be sub-ject to legislative regulation and a

ject to legislative regulation and a local option vote in communities. Exhibs fear that competition from free coin giveaways will pose another threat to declining theatre biz. In addition, they consider the mandate discriminatory since it does not permit similar games in the theatres.

New Jersey exhib leaders indicate they will take some action in opposing the move, but are not setting any policy until they see what form the legislation will take. "There's nothing we can do until we see the law as it's written," an exhib exec commented. He pointed out, however, that a proposed "bingo law" can still be vetoed.

Clear Films for Use On Non-Commercial Video (But Now Only 2 Stations)

With the sole exception of Metro, all of the companies have now cleared release of their respective contributions to the "Movies and You" shorts series of the Ford Foundation's Educational Radio & Television Center. Screen Writers, Actors and Directors Guilds also have given their ap, proval.

Guilds also have given their approval.

"Movies and You" subjects were produced by the various Hollywood studios and released theatrically during 1950 and 1951 as a join public relations gesture. First eight reclers did so well that the rest were offered to theatres without charge. Shorts still enjoy wild hear the still enjoy will be still enjoy will

cight reclers did so well that the rest were offered to theatres without charge. Shorts still enjoy wide nonetheatrical circulation.

According to Grant Leenhouts, producer of the series and now special motion picture consultant to the Radio & TV Center, M.G is expected to join the rank; and go along with the other distribs. The Center, financed by the Ford Foundation's Fund for Adult Education, at present its collecting pix to be shown on the nation's non-commercial TV stations. Come next spring, the Center will also go into production.

The "Movies and You" subjects, along with other film picked up by Leenhouts, will be screened by the Film Council of America at Evanston, Ill., and broken down into specific programs. None of them can be shown on a commercial TV station. There are at Evanston, Ill., and broken down into specific programs. None of them can be shown on a commercial TV station. There are at present only two educational stations on the air but their number is expected to rise to five by 1954. In another year, 45 to 50 educational stations, operating in the uhf bands, should be telecasting, Leenhouts said,

EPISCOPALIAN ON 'LUTHER'

Thinks Picture Might Help Both Sides of Christian World

Manchester, N. H., Nov. 10.

Until now most newspaper and clerical comment on the film, "Martin Luther," has divided Protestant and Catholic opinion. Latter have been discreetly quiet although expressing the view that the point of view of the script was hardly in line with Roman dogma. When the picture was previewed here for the clergy of all churches an Episcopal rector, Rev. Bradford Young, put forward a new view, to wit:

"This should also help Protestants to see the good in the Catholic Church of Luther's time and to recognize some of the bad in the Protestant movement."

He added: "If both brands of Christians will view the film with their eyes open to the faults on their own side and the virtues on the other side it will promote-better understanding a mong all Americans and not just strengthen old prejudices." Manchester, N. H., Nov. 10.

'Sadie Thompson' Hits First Situations 3-D: Col Watching Results

After much hesitation, Columbia has decided to release only the 3-D version of "Miss Sadre Thompson." Rita Hayworth-Jose-Ferrer musical, at least at the start of its distribution. Following a study of 2-D and 3-D market trends, Col exces have mapped a plan to license "Sadie" in the dimensional format in about 10 situations, including the Capitol, N. Y., in a time period running from early December to mid-January.

Results of these showings will determine whether the film continues in release only as a 3-D'er or whether the 2-D version also will be sold.

will be sold.

Fact that Col has decided on this course represents the second triumph for 3-D in the past couple of weeks. Metro disclosed that its 3-D version of "Kiss Me Kate" proved 40% better than the "Hat" format in a series of comparative tests. Earlier, conjecture in the trade had it that the 3-D format for "Sadie" was to be scrapped, that the pic would be licensed only as a 2-D'er.

Abe Montague, Col v.p. in charge of sales, expectedly will announce the licensing plan at a Chicago sales meeting Nov. 15.

STATE BOARDS

Move to get the U. S. Supreme Court to rule on the hroad issue of the legality of pre-release censorship of films is being blueprinted. It's conditional upon whether the High Tribunal decides to use the two censorship cases now before it to take off on the constitutionality of state censor boards, or confine itself to the narrow question of wording and meaning in the statutes involved.

Two censorship cases now before the Supreme Court are "M." banned in Ohio on the grounds that it's "harmful," and "La Ronde," denied licensing in New York State on the grounds of "immorality." Argument involving the films is tentatively set for the early part of January.

of January.

If both cases prove inconclusive as far as the basic question of censorship is concerned, the In-

Police Statistics

Chicago, Nov. 10.
Only one picture out of 117
reviewed was rejected by the
Chicago Police Censor Board
last month, while two others
were classified for adults.
Censors went through an
estimated 600,000 feet of film
and, as usual, would not disclose which picture was
nixed.

nixed.

dependent Motion Picture Produc-ers Assn. and the American Civil Liberties Union intend to force the issue. This could be done, ac-cording to Ephraim London. IMPPA attorney, by exhibiting an unlicensed picture of a non-objec-tionable nature in a state that has a censorship statute. It's pre-sumed that such a clearcut viola-tion of the licensing law would be accepted for hearing by the High Court. Court.
Not a Bad Test Case

Not a Bad Test Case

London said he disagreed with
those who held that "La Ronde"
was a poor film with which to test
the constitutional legality of state
censorship. He added that, on the
contrary, he considered it an excellent case, in many respects superior to "M" on which "they
practically can't lose anyway."
The attorney commented that,
even within the trade, there was
still considerable confusion on the
actual value of getting the Supreme Court to outlaw state censor boards. boards

Concerning "M," he observed (Continued on page 24)

PROVIDENCE BANS 'MOON'

It Obsessed With Seduction and Virginity

Providence, Nov. 10.—
Describing "The Moon Is Blue" as "a bedroom comedy" involving a "aupposedly virtuous girl" which "is obsessed with sex, seduction and professional virginity talk all times," the Providence Bureau of Licenses has denied the Strand Theatre an application for a showing of the picture.

Amusement Inspector William F. McTernan's report was used by the Bureau as a basis for the refusal.

Paramount's British Production Chieftain

Richard Mealand

puts on a 100% Chamber of Commerce pitch (which, how-ever, doesn't sound the way the title might read) in

Come to Britain in '54

(English Not Even Spoken Here)

another bright editorial feature in the forthcoming 48th Anniversary Number

VARIETY

LOCAL POLICE VS. | Panoscope Lens Expected This Week; **Paramount and Metro Both Curious**

Mother Knows Best

Ottawa, Nov. 10.

Ottawa, Nov. 10.

Parents, not theatre managers, should determine what films children should or shouldn't see, 400 Ontario women decided here. Eastern Ontario Women's Institute's annual convention voted down a resolution demanding film managers be "implored and, if necessary, impelled" to censor crime and love scenes before screening films in public.

Ontario film houses rate films "adult" in all publicity when they are deemed untit for moppets.

Can One Cop Censor Film. Punish Exhib?

Minneapolis, Nov. 10.
With the question of a single policeman's right to set up a self-constituted screen censorship involved, Judge L. L. Anderson in municipal, court here this week was to rule on whether the city is empowered constitutionally to revoke or suspend the license of a theatre which showed a picture deemed, impraper by the police anorals' squad head, who halted its exhibition.

tion.

Venerable midist colony film.

Venerable midist colony film.

Venerable midist colony film

Venerable midist colony film

"Elysia," and posters of nude
women displayed in front of the
theatre to advertise it, carsed the
police action.

Sam Berger, owner of the lower
loop Grand, where the picture
played, obeyed the order of Jake
Sullivan, police morals squad head,
to stop its showing, but when the
city council license committee
suspended his license for 10 days
he went into court and obtained
a temporary order restraining, the
city of Minneapolis from shuttering his showhouse

Claiming that the one-man police.

(Continued on page 24)

Fox is board chairman.

The projection system, states
Fox, "will be made available without charge to exhibitors who purchase a minimum monthly order
of 2.500 of our 3-D glasses for a
period of one year, or 30,000
glasses. Beyond this basic minimum, we make no demands for
exclusive use of any particular
viewers."

Charity Pledges Coming In

Hollywood, Nov. 10. Film industry's Permanent Char-Film industry's retinatent Char-lites 1934 compaign got away to a good start with a total of \$610.579 in pledges registered in the first weekly report. This amounts to al-most two-thirds of the goal, \$1,-225,000.

This year's job is more difficult than last year's according to Steve Broidy, campaign chairman. "With 14.791 subscriptions recorded," he said, "and only about 20,000 members of the industry to draw upon for support, we have already exhausted 74'5 of our donor potential." tivities. Hospital's 1953 Christmas Sainte Hospital's 1953 Christmas Sainte hive will be highlighted by the speakers who will include Robert speakers of the industry to draw upon for support, we have already exhausted 74'5 of our donor potential." This year's job is more difficult

Exhib clamor for the standardization of widescreen techniques at a 2 to 1 screen ratio may be met with the introduction of a new anamorphic lens designed for presentation of pictures in that size. Paramount, lone holdout in the use of 20th-Fox's CinemaScope, is interested in the new lens, a 494-0duct of C. P. Goerz American Optical Co. Metro, too, it's indicated, has shown a willingness to test the lens. test the lens

test the lens.

Process, known as Pamoscope, already has been demonstrated in 16m. Austin & Clime, motion picture consulting engineers who are representing Goerz, Indicated a 35m lens would be delivered tomorrow (Timrs) to Par Paul Raibourn, Par veepee, said he had been waiting for the 35m lens for some time but that the Goerz people had been delayed in delivering it. "I haven't seen the lens yet," said Raibourn, "but if it measures up to the test of the 16m one it will be a very interesting lens to good many people."

Not C'Scope Compatible

Not C'Scope Compatible

Not Usedpe Compatible
New lens is not compatible with
CinemaScope. To show pictures in
Panoscope, exhibitors would require the special 2 to 1 projection
lens. Cliarles Austin, of Austin &
Clinne, said that the cost to exhibi(Continued on page 26)

Debate Significance Of 3-D Versus Flat Test Of Metro's 'Kate' Film

Of Metro's 'Kate' Film

Despite jubilation among 3-D
proponents over the results of
Metro's test with 'Kiss Me Kate,"
which showed '40'7 better biz in
three cities playing the film in
3-D as against an equal number,
showing the standard print, a hard
core of anti-3-Dites regard the experment as incunclusive. Point is
made that extra bally was expended in the stereopic stinations,
with the Polaroid Corp. and the
comment of 3-D progress, public
relations attiliate of the Pola-Late
Comment of 3-D progress, public
relations attiliate of the Pola-Late
Co, backing the 3-D engagements
with befly additional local newspaper advertising and by sending in
field men who gamered considerable newspaper space

The experiment, however, had

Moropticon Single-Track

3-D System Lines Up
Local Demonstrations

Moropticon single-track 3-D
system will be shown to exhibitors across the country in a series of demonstrations to be staged by Dick Morros and Herbert Strasser, reps of that process, Moropticon is corporately linked with the Pola-Lite Company, 3-D viewing glasses outfit, of which Matthew Fox is board chairman.

The projection system, states

Fox, "will be mead," sending in able mew spaper space. The experiment, however, had the experiment, however, had the steffer in 3-D. Whether this policy will apply only to "Rate" of will include subsequent deepies is still to be determined, "Whather the span and the project of the pr

about 3-D is the 3 D quickies."

The stereopic advocates dispute
the downheat attitude toward the
Metro test with the argument Had
3-D at this point had so much
prejudice against that it required
something extra in the form of
hally. One thing is certain in relation to the deepies; distribs will
lenger insist that the pictures in
early release be shown exclusively in 3-D. The exhibitor will make
his own choice, basing his action
(Continued on page 20)

Mass Meeting in N. Y. For Will Rogers Fund

Mass meet of N.Y. exchange area personnel will be held at the Brion Theatre, N.Y. tomorrow (Thurs.) to listen to an outline of Will Rogers Hospital fund raising activities.

'How to Marry' Sweeps L.A., Record 36G; 'So Big' So-So 22G, 'Louis' 19G, 'Robe' 56G, 7th, 'Mogambo' 15G, 5th

Los Angeles, Nov. 10.

"How To Marry a Millionaire"
s dominating the new bills in the
current week. It is pointing to
smash session with a new record
f \$36,000 sighted for Fox Wilshire.
Three other new entries are slow
to fair, "So Big" looms best with
air \$22,000 in two theatres. "Joe
Louis Story" is only fair \$19,000
in four situations although stout
at one of them, the downtown
Globe.

lobe. "Veils of Bagdad" and "Back To Jod's Country" looks slow \$11.000 n three locations. Reissue of "Key Jargo". "Tressure Sierre Madre's slim \$4,500 at Orpheum.
"The Robe" is still handsome eith \$56,000 or better in seventh hinese week. "Eternity" looks olid \$32,000 in slxth stanza, two ites. "Cincrama" continues stury in 28th session at Warner Holywood. "Mogambo" is up slightly o neat \$15,000 at Egyptian in fifth ound.

Estimates for This Week
x Wilshire (FWC) (2,296; \$1-0—"How Marry Millionaire"). New record at smash \$36-Last week, "Little Boy Lost"
(9th wk-4 days), \$2,400.
\$ Angeles, Hollywood Paraats (ABPT-F&M) (3,300; 1,430;
(25)—"So Big" (WB). Fair
00 or close. Last week,
wing Wild" (WB) (2d wk),
00.

low \$11,000. Last week, in other nits.

Orpheum (Metropolitan) (2,213;
0.90)—"Key Largo" (WB) and Treasure Sierra Madre" (WB) reissures Sim \$4.500. Last week, ith Wiltern, Fox Hollywood, "Appointment Hondmax" (RKO), \$17,800.

Downtown, Hawaii (RKO), \$17,800.

Downtown, Hawaii (20)—"Botansay" (Part (2d wk), Modest \$8,500.

ast week, \$12,000.

Loew's State (UATC) (2,404; 70-410)—"Gun Fury" (Col) and Jennifer" (AA) (2d wk). Lean 5,000. Last week, with Vogue, 9,000.

0.000. Last week, with Vogale, 1000. Fine Arts (FWC) (631; 80-\$1.50) "Cruel Sea" (U (44h wk), NSH 2,700 | Last week, \$2,600. Egyptian (UATC) (1,538; 90-80)—"Mogambe" (JI-G) (54h k), Neat \$15,000. Last week, \$14,-

00. Hillstreet, Pantages (RKO) (2.5; 2.812; 95-\$1.50)—"Elernity" (2.6) (6th wk). Sturdy \$32.000. ast week, about same. (Chinese, Los Angeles "FWC) (9.05; 2.097; \$1.20-\$2.40; "Robe" (2.6) (1.4) (7th at Chinese, 2d at L.A.); ery big \$56.000. Last week, 61.000 000. f(z (FWC) (1,363; 90-\$1.50)

Ritz (FWC) (1.363: 90-\$1.50) —
"Martin Luther" (Indie) 19th wk).
Okay \$3.00. Last week, \$2.900.
Four Star, Rialto (UATC-Metropolitan) (900): 839: 80-\$1.20—
"Meen Is Blue" (UA) (19th wk).
Good \$5.000 Last week ditto.
Warner Hollywood (SW) (1.364: \$1.20-\$2.80) — "Cinerama" (Indie) (28th wk). Into 28th round after stout \$32.700 last week.
Vagaboud (Rosener) (385; \$1.20)—"7 Deadly Sins" (Indie) (10th wk). Bright \$2.800. Last week, \$2.200.

K.C. Uneven; 'Wild' Hen \$9,000, 'Country' 11G, 'Robe' Socko 20G, 6th

Robe" which continue reat strength in sixth w great strength in sixth week Orpheum. However, "Blowing d" is hefty at Paramount, ce Squad" at Midland and pointment in Honduras" at sourt, also new, are not getting y far. Burst of cold weather weekend was rated no help for

Estimates for This Week
Kimo Dickinson 504; 65-85 —
Liti" (M-G: (26th wk). Breaks
cord for long run at this house,
ormerly held by "Red Shoes."
urrent week is pa sable \$1.200,
nd may close oiit. Last week,
bout same.
Midland (Loew's) (3.500; 50-75)
(Continued on page 18)

Broadway Grosses

Estimated Total Gross
This Week \$616,300
(Based on 25 theatres)
Last Year \$508,200
(Based on 19 theatres)

'Robe' All-Time High, 50G, L'ville

Louisville, Nov. 10.

"The Robe" is making its presence felt here currently, first Rialize session likely topping anything in the history of city. Tremendous \$50,000 looms. Got TV plugs, and even competitor house, the Kentucky urged customers to gander the film, a great one and a credit to the industry. Second week of "Mogambo" at the State looks healthy. Reissue of oldie "Key Largo" at the Mary Anderson is not any great shakes.

Estimates for This Week

Estimates for This Week
Kentueky (Switow) (1,200; 75-99)
—"Moon Is Blue" (UA) (7th wk).
Excellent \$5,000. Last week, \$5,500.
Mary Anderson (People's) (1,200; 54-75) — "Key Largo" (WB) (reissue). Módest \$5,000. Last week,
"So Big" (WB), \$6,000.
"Ralto (Fourth Avenue) (3,000; \$1,25-\$1,504—"The Robe" (20th).
Idad lines four abreast over week-end. Great \$50,000 looms. Last week, "Roman Holiday" (Par), \$11,000.

week, "Roman Ronday \$11,000. \$\text{State} (Loew's) (3.000; 75-99)— "Mogambo" (M-G). Good \$14,000 after last week's \$18,000.

Balto Off; 'Bay' Lively \$14,000, 'Sins' Good 11G, 'Luther' Lofty 91G, 2d

Luther' Lofty 9½G, 2d

Baltimore, Növ, 10.

Grosses took a slight dive here this week. "The Robe" is still lotsy in its third week at the New while "Botany Bay" is nice at the Stanley. "Sins of Jezebel" was okay last week at Keith's, "Martin Luther" is still nice in second week at the Town but "Flight Nurse" looks mild at the Mayfair.

Estimates for This Week
Century (Loow's-UA) (3,000) 35-51)—"Return To Paradise" (UA), Opens tomorrow (Wed) after fourth week (6 days) of "Mogambo" (M-G) did mild \$9,500,

Hippodrome (Rappaport) (2,100: 50-\$1,251—"Flernity" (Col) (7th wk), Still going strong at \$12,000 after \$15,500 for sixth.

Keith's Schanberger) (2,400: 35-80)—"Flight To Tangier" (Par), Started today (Tues), In ahead, (Continued on page 18)

H.O.s Slow Up Seattle; 'Eternity' Fast 14G, 3d

City is nearly 100% holdover or extended-run this session, and it is being reflected in overall gross total. "3 Girls From Rome." lone new entry, is okay at the Blue Mouse, "Here To Eternity" continues fancy in third stanza at Paramount while "The Robe" still is smash in sixth round at Fifth Avenue. "Moon Is Blue," big in 16th frame at Music Box, is establishing a new longrun film theatre mark for Seattle with current week. "Martin Luther" still is smart in third session at Coliseum.

Estimates for This Week

Blue Mouse (Hamrick) (800; 65-

Blue Mouse (Hamrick) (800; 65-10)—"3 Girls from Rome" (IFE), kay \$3,500. Last week, "Impor-ance Being Earnest" (U), \$2,000

in 6 days.

Coliseum (Evergreen) (1,829; 90\$1,25)—"Martin Luther" (1ndic)
(3d wk-5 days). Solid \$7,500 after
\$11,600 last week.
Fifth Avenue (Evergreen) (2,349;
\$1,25-\$1,75)—"The Robe" (20th)
(6th wk). Great \$18,000. Last week,
\$17,600.

(6th wk), Great \$18,000. Last week, \$17,600.

Liberty (Hamrick) (1,650; 65-90)

"Take High Ground" (M-G), (2nd wk-4 days). Good \$4,000. Last week, \$7,400.

Music Box (Hamrick) (850; 90-\$1.25)—"Moon is Blue" (UA) (16th wk). Long-run picture house record for Seattle with this round. Big \$6,500. Last week, \$4,300.

Music Hall (Hamrick) (2,263; 90-\$1.25)—"Mogambo" (M-G), (4th wk). Big \$8,000. Last week, \$7,200.

Paramount (Evergreen (3,039; 90-\$1.25)—"Eternity" (Col.). (3d wk). Fast \$14,000, after \$15,600 last week.

'So Big' Bright \$11,000 in Cincy

Cincinnati, Nov. 10.

"So Big" has the Palace in clover this week and leads the new bills. "Raiders of Seven Seas" charts okay at the Grand but "Slaves of Babylon" shapes only so at Keith's. Tremendous third week looms for "The Robe" at Alhee. Its biz exceeds combined total of other stands.

Estimates for This Week
Albee (RKO) (3.100: 25.81.50)—

Estimates for This Week
Albee (RKO) (3,100; 85-81,50)—
"The Robe" (20th) (3d wk). Still
sizzling at \$29,000 after \$37,000 second round. Holds on.
Capitol (RKO) (2,000; 55-85)—
"Key Largo" (WB) and "Treasure
of Sierra Madre" (WB) (reissues),
Mid \$5,000. Last week, "Fort Algiers" (UA) and "Captain Scarlett"
(UA), \$4,500.
Grand (BKO) (1,400, 75-8)

CA), \$4,500. (1400; 75-\$1)—

Grand (RKO) (1400; 75-\$1)—

Raiders Seven Scas" (UA) and

"Shoot First" (UA). Oke \$6,000.

Last week, "Eternity" (Col. (m.o.).

"2d wk, \$6,500 for sixth downtown stanza at 75-\$1.25 scale.

Keith's (Shor) (1.500; 55-85)—

"Slaves of Babylon" (Col. So-so
\$4,500. Last week, "East of Sumatra" (U, \$4,800.

"Palace (RKO) (2,600; 75-\$1)—

"So Big" (WB). Good \$11,030. Last week, "Mogambo" (M-G) (2d wk), \$11,500.

'Heat' Hot \$25,000, Det; 'Jury' Smart 151/2G, 'Cinerama' Crisp 26G, 34th

Key City Grosses

Estimated Total Gross
This Week \$2,846,500
(Based on 22 cities, and 203
theatres, chiefly first runs, including N. Y.)
Total Gross Same Week
Last Year \$2,274,745
(Based on 23 cities and 208

'Robe' Colossal \$35,000 in Prov.

Providence, Nov. 10.

Ushered in with a small-scale Hollywood preem 'no stars', "The Robe" at Majestic leads the town this week. The State is fair with third session of "Mogambo." RKO Albee's "So Big" is fairly good.

Estimates for This Week
Albee (RKO) (2,200; 50-70)—"So Big" (WB) and "Captain Scarface" (Indie). Fairly good \$7,500. Last week, "Key Largo" (WB) (reissues), \$6,000.

Majestic (Fay) (2,200; 80-\$1,25)—
Majestic (Fay) (2,200; 80-\$1,25)—

issues), \$6,000.

Majestle (Fay) (2,200; 80-\$1.25)—
"The Robe" (20th). A miniature Hollywood opening with local dignitaries getting the plush treatment, copped plenty of free space in local dailies, radio and TV giving this one a big sendoff. First week looks tremendous \$35,000.

State (Loew) (3,200; 70-\$1)—
"Mogambo" (M-G) (3d wk). Fair \$7.000. Second round, nice \$12,000.

Strand (Silverman) (2.200; 50-70)
—"Flight to Tangier" (Par) and
"Hot News" (AA). Opened Monday (9). Last week, "Last of
Posse" (Col) and "Flame of Calcutta" (Col), oke \$6,000.

'WORLDS' FAST \$7,000, OMAHA: 'ROBE' 28G, 2D

Omaha, Nov. 10.

Holdovers continue to produce the big biz here this week. "The Robe," which jammed 'em in the latter part of first week for an all-time Omaha high of \$40,000 stil is smash \$28,000 in second stanza at Orpheum. Old record was \$32,000 set by a stage-film show featuring Sammy Kaye orch nearly a decade ago. "Eternity" in fourth week at Brandies continues so strong it may continue, "War of Worlds" looms top newcomer.

Estimates for This Week

Estimates for This Week

Brandies (RKO) (1,100; 76-\$1)— llere to Eternity" (Col) (4th wk). line \$5.500. Last week, \$7,800.

Omaha Tristates) (2,000; 50-76)—
"War of Worlds" (Par). Fast \$7;
000. Last week, "Anna" (IFF), \$6,

500. Orpheum (Tristate's) (2.890; 90-\$1.25)—"The Robe" (20th) (2d wk). Big \$28,000. Last week, record \$40,000. State (Goldberg) (850; 50-76)—"Actress" (M-G) and "Half a Hero" (M-G) (Me \$5,000 or near. Last week, "Blowing Wild" (WB) and "Black Fury" (WB) (2d wk), \$4,500.

American' Robust 10G.

Detroit, Nov: 10.

Biz is still above average on an stem. "Big Heat" at Palms looks best of newcomers, with hot session. "So Big" is only average at the Miehigan. "I. The Jury' shapes lively at Broadway-Capitol, Others are holdovers which are doing okay, with "The Robe" holding up with powerful take at the Fox. "Here To Eternity" is strong in 10th Madison week. "Cinerama" still looms strong in 34th stanza at Music Hall.

Estimates for This Week
Fox (Fox-Detroit) 5,000; 51:80—"The Robe" (20th) 61:00 wkl. Powerful \$50,000. Last week, \$54,500.

Michigan (United Detroit) 4,000.

\$1.80)—"The Robe" 20th 6th wk. Powerful \$50,000. Last week, \$54,500.

Michigan (United Detroit) 4,000: 80-\$11—"So Big" (WB) and "Paris Express" (Indie), Average \$16,000. Last week, "Roman Holiday" (Paris 16,000.)

Palms (UD) (2,961; 80-\$1)—"Big Heat" (Col) and "Shoot First" (UA). Big \$25,000. Last week, "Devil's Canyon" (RKO) and "Jennifer" (Indie). \$13,000.

Madison (UD) (1,900; 95-\$1.25)—"Big Stronger" (Indie). \$13,000.

Madison (UD) (1,900; 95-\$1.25)—"Big Stronger" (Indie). \$13,000.

Madison (UD) (1,900; 95-\$1.25)—"Big Stronger" (RKO) and "Jennifer" (Indie). \$13,000.

Madison (UD) (1,900; 95-\$1.25)—"Big Stronger" (RKO) and "Jennifer" (Indie). \$13,000.

Madison (UD) (1,900; 95-\$1.25)—"Big Stronger" (RKO). All the stronger (RKO). All the stronger (Indie). \$1,700; 80-\$1.—"Torch Song" (M-G) (3d wk.) (Oke \$7.500. Last week, \$9.500.

Broadway-Capitol (Korman) 3.500; 80-\$1)—"I, The Jury" (LA) and "Champ for Day" (Indie). Swell \$15,500. Last week, "Sabre Jet" (UA) and "Fighting Lowman" (AA), \$13,300.

Musie Hall (Cincrama Productions) (1,236; \$1,40-\$2.80—"Cincrama" (Indie). \$40.800. Last week, same.

Male R O Rooctad Ru

Mr.ls. B.O. Boosted By Grid Game; 'Worlds' Big

\$9,000, 'Robe' 20G, 5th
Minneapolis, Nov. 10.
Loop biz was stimulated again
by another big football weekend.
Four fresh entries but only "Moonlighter." "Master of Ballantrac."
and "War of Worlds" are drawing
much attention. The holdovers,
"The Robe." "Mogambo" and "Calamity Jane," are doing well. Two
long-runs "Moon Is Blue" and
"From Here to Eternity," are still
in chips.

Estimates for This Week

in chips.

Estimates for This Week

Century (Par) (1.600; 65-85)—

"Master of Ballantrae" (Wib. Fair
55.000. Last week, "Sailor of King'
(20th), \$3,500,

Gopher (Berger) (1.025; 65-85)—

"Mogambo" (M-G) (3d wk). Big
\$5,500. Last week, \$7,000.

Lyrle (Par) (1.000; 65-85)—War
of Worlds" (Par), Wow \$9,000. Last
week, "Along Came Jones" (Indie), and "Belle of Yukon" (Indie), reissues), \$4,500.

Radio City (Par) (4.000; \$1.20\$1,500—"The Robe" (20th) 5th
wk). Newspaper ads announce

"final week" and declare picture
will not be shown in any other
theatre this year. Great \$20,000.

Last week, \$22,000.

RKO-Orpheum (RKO) (2.890; 65-85)—

RKO-Pan (RKO) (1.60); 65-85)—

"Calamity Jane" (WB) (m.o.), Tail
\$7,500. Last week, "Eternity" (Ca)
(6th wk), \$6,500 at 85-\$1 scale.

State (Par)—(2.300; 65-85)—

"Elight to Tangier" (Par), licte
as 2-D pic although house is
equipped for 3-D. Mild \$6,000. Last
week, "Take High Ground" (M-G),
\$9,000.

World (Mann) (400; 55-\$120—

American' Robust 10G,

Buff; 'Bay' Brisk 17G

Buffalo, Nov. 10.

Biz is limping somewhat this stanza because of too many overly extended longruns. "Botany Bay" shapes good in 10-day run at Paramount while "All-American" looks trim at Lafayette. "50 Big" still is big in second round at Center.

Estimates for This Week

Buffalo (Loew) (3,000; \$1-\$31.50)

"The Robe" (20th) (6th wk). Still big at \$13.500. Last week, \$20.000.

Paramount (Par) (3,000; 40-70)

"Botany Bay" (Par) and "Man of Conflict" (Indie). Nice \$17,000 or near in 10 days.

Center (Par) (3,000; 40-70)

"All-American" (U) and "Stand At Apache River" (U). Good \$10,000 the Continues to "India Apache River" (U). Good \$10,000 the Continues to "India Apache River" (U), \$8,500 the Continues to "India Apache River" (U), \$8,500 the Continues to "India Apache River" (U), \$8,500 the Continues to "India Apac

LaRosa Lifts 'Latin' to Lusty 45G, Hub; 'Crazylegs'-'Ships' Trim 17G Boston, Nov. 10. | Neat \$6,000 after \$7,500 second

12d wk). Fine \$1,500, First week, and week and week. Memorial (RKO) (3,000; 85-\$1.25) —"The Robe" (201h) (5th wk), Nifty \$36,000, Last week, \$43,500, Metropolitan (NET) (4,367; 50-90)—"How to Marry Milionaire" (201h). Opens Wed. (11, Last week, "Latin Lover" (M-G) plus Julius LaRosa, others, onstage, liefty \$45,000.

Chi Perks; 'Ground' Rugged \$27,000, 'Sumatra' Fine 19G, 'Song' Rousing 10G, 'Robe' Giant 60G, 'Luther' 17G

Chicago, Nov. 10.
Upbeat this week comes via four
we bills and cooler weather. However, holdovers still are the bigst draws. "Take High Ground"
McVickers is hauling a fancy
7,000 in first week while "East
Sumatra" and "Stand at Apach
wer" shape nice \$19,000 at Roose-

is getting tidy \$4,200 for title Time." Reissues of "Key and "Treasure of Sierra are bringing okay \$5,300

street second-weeker is "Caps Paradise," chalking up biggrosses at Ziegfeld since
the Back Little Sheba," with
bround. Chicago still is sturdy
"Little Boy Lost" and Dontell onstage. "Torch Song" contell onstage. "T

Estimates for This Week Chicago (B&K) (3,900; 98-\$1,25) — Little Boy Lost" (Par) with Don Jornelf topping stageshow (2d wk), inc. \$37,000 after \$51,000 last

100. Last week, "Sea of Lost Ships" Rep and "Perilous Journey" (Rep) dwk, \$11,000.

101. Monroe (Indie) (1,000; 55-98)— "Sangas" (M-G) (2d wk). Fast 10,000.

102. Monroe (Indie) (3,000; 55-98)— "Sangas" (M-G) (2d wk). Fast 10,000.

103. Last week, \$15,000.

103. Monroe (Indie) (3,400; 98-\$1,25)—"Eternity" (Col) (10th wk). Stout 19,300 after \$20,000 last week. Palace (Eitel) (1,484; \$1,20-\$3,60)—"Indie) (15th wk). Treat 540,000. Last week, \$41,500.

103. Roosevelt (B&K) (1,500; 55-98)—"East of Sumatra" (U). Heading for the Shipping of th

8,000 World (Indie) (587; 93)—"2c orth of Hope" (Indie) (4th wk), rt \$3,300. Last week, \$4,000. Ziegfeld (Lopert) (485; 98)— aptain's Paradise" (Lopert) (2d c: Brilliant \$8,200 after \$8,000 st week

Toronto Biz Blitzed By Bliz; 'Malta' Fast 15G,

Toronto, Nov. 10.
urday's blizzard dented biz
here but clearing weather is
ted to up returns. Top newis "Malta Story" doing heftythe Odeon. Holdovers shape
"The Robe" still leads the
being way out in front on
frame. "Mogambo" is second
Eternity" in fifth stanzas also
sty.

Insty.

Estimates for This Week
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Estimates Are Net

Film gross estimates as replaying percentage, hence estimated figures are net in-

come.

The parenthetic admission prices, however, as indicated, include the U. S. amusement

Jane' OK \$18,000, Philly; 'Bay' 22G

Philadelphia, Nov. 10.
The weekend bliz blanketed biz last Friday and Saturday, but trade bounced back on Sunday (8). "Calamity Jane" shapes, okay at Randolph and "Botany Bay" is rated fair at Mastbaum, despite weather. "Torch Song" continues bright in second at Midtown, Stanley added \$2,600 from Penn-Notre Dame game telecast Saturday. "Moon Is Blue" still is smash in second Trans-Lux week. "Cinerama" still is great in fifth round at the Boyd.

Estimates for This Week

he Boyd. Estimates for This Week

Estimates for This Week
Arcadia (S&S) (625, 85-\$1.30) —
"Mogambo" (M-G) (5th wk). Fine
\$5,000. Last week, \$11,500.
Boyd (SW) (1,400; \$1.30-\$3.25)—
"Cinerama" (Indie) (5th wk). Great
\$23,000. Last week, \$26,500.
Fox (20th) (2,250; 99-\$1.80)—
"Robe" (20th) (7th wk). Fancy
\$28,000. Last week, \$38,000.

S28.000. Last week, \$38.000. Goldman (Goldman (1,200; 50-99) — "Big Heat" (Col) (2d wk). Torrid \$14,000. Last week, \$25,000. Mastbaum (SW) (4,360; 85-\$1.25) — "Botany Bay" (Par). Fair \$22. 000. Last week, "So Big" (WB) (2d wk), \$11,000.

Midtown (Goldman) (1,000; 74-\$1.30)—"Torch Song" (M-G) (3d wk). Bright \$11,000, Last week,

Randolph (Goldman) (2,500: 74-\$1.30)—"Calamity Jane" (WB), Okay \$18,000 or near. Last week, "Blowing Wild" (WB) (2d wk),

Stanley (SW) (2,900; 85-\$1.30) — "Eternity" (Col) (7th wk). Strong \$15,000. Last week, \$17,000.

\$15,000. Last week, \$17,000.

\$tanton (\$W) (1,473; 50-99) —
"Cruisin own River" (\$Col) and
"\$ky Commando" (\$Col). Dull
\$5,500. Last week, "Martin
Luther" (Indie) (6th wk-5 days),
\$7,200.

\$4,200.

Studio (Goldberg) (500; 85-\$1,25)

"Cruel Sea" (U) (6th wk). Neat
\$3,000. Last week, \$3,300.

Trans-Lux (T-L) (590; 99-\$1.50)

"Moon Is Blue" (UA) (2d wk).
Lusty \$12,000. Last week, \$14,000.

'JANE' OK AT \$12,000, CLEVE; 'SUMATRA' 11G

Cleveland, Nov. 3.

oronto Biz Blitzed By Bliz; 'Malta' Fast 15G, 'Sun' 9G, 'Torch' 8G, 2d Toronto, Nov. 10. blizzard dented biz bly here but clearing weather is glood at Palace. This West.

Estimates for This Week
Allen (S-W) (3,000; 55-85)— 'Camity Jane'' (WB), Okay \$12,000,
ast week, 'Diamond Queen'' WB),
corage \$10,500

Hipp (Telemanagement) (3,700; \$1-\$1.80;—"Robe" (20th) (5th wk). Herty \$29,000 after \$32,000 last

week.

Ohio (Loew's) (1,200; 55-85) "Little Boy Lost" (Par) (m.o.)

Moderate \$5,000. Last week
"Sabre Jet" (UA) (m.o.), \$5,000.

Palace (RKO) (3,300; 55-85) "East of Sumatra" (U). Good \$11.

Dask of Suffiatra (U. Good S11, 000 or near. Last week. "Here to Eternity" (Col) (7th wk), \$11,000. State (Loew's) (3,450; 55.85)— "Torch Song" (M-G), Fair \$12,000. Last week, "Little Boy Lost" (Par), \$15,000.

| 22d wk. Oke \$9,000. Last | 5tillman (Loew's) (2,760; 55-85 | 25d (Rank) (1,250; 50-85 | Sad \$4,000. Last week, "Houdini" (Par., \$10,000.

'DOOR' SOLID \$15,000, ST. LOO; 'ROBE' 25G, 3D

St. Louis, Nov. 10.

Biz continues brisk at the big nemas this session with holdovers abbing lusty grosses, "The Robe" the major draw in the third ame with giant takings at the St. ouis. "Martin Luther" is solid at e. small. Pageont of the session. Louis. "Martin Luther" is solid at the small Pageant after a smash opening week at the downtown Ambassador. "Mogambo" also is very big after a socko opening round at Loew's. "Girl Next Door" is top newcomer with a fine ses-sion at Ambassador.

"Dangerous Crossing" (20th), Fine S15,000, Last week, "Martin Lu-ther" (Indie), \$32,000, 60-75)—"All-American" (U) and "East of Su-matra" (U). Opened today (Tues.), Last week, "Glass Web" (U) and "Back to God's Country" (U), mild \$11,000

\$11.000. County County

'Cinerama' Wow \$40,000 Tops D.C.

Washington, Nov. 10.
Following a plush benefit preem,
Cinerana' is heading for a
mash session opening week at the
Varner, with uniform raves from Warner, with imiform rayes from crix helping it to a great start. Easily led the hills but suffered as did all pix from last Friday night's traffic-crippling heavy snowstorm. "So Big" is drawing big opening round at the Met while "Appoint-ment in Honduras," only other new film, looks nice at Keith's, Hold-overs continue strong despite weather.

overs continue strong weather.

Estimates for This Week
Capitol (Loew's) (3.434_\$1-\$1-\$0)

"The Robe" (20th) (6th wst. Solid \$20,000. Last week, \$26,090.

Solid \$20,000. Last week, Stays.
Columbia (Loew's) (1,174; 55-85)
"Vice Squad" (UA) (2d wk), Okay
\$5.500 after \$7,500 last week,
Dupont (Lopert) (372; 90-\$1.20)
"Martin Luther" (Indie) (2d wk),
Sock \$8,000 after \$10,000, nearrecord for this small-seater. Continues.

tinues, **Keith's** (RKO) (1,949; 55-85)— "Appointment in Honduras" (RKO) **Brisk** \$9,500,

Brisk \$9,500.

Metropolitan (SW) (1,200; 55-85)

—"So Big" (WB). Lively \$12,000.

Last week, "Big Heat" (Col., \$7,550).

Palace (Loew's (2,370; 74-\$1.20—"Mogambo" (M-G) (5th-final wk).

Very sturdy \$14,000 for windup after \$19,000 last week.

Playhouse (Lopert) (453; 55-\$1)

—"Roman Holiday" (Par) (6th wk).

Solid \$5,000 after \$5,500 last week.

Holds.

Solid \$5,000 after \$5,500 fast week. 'Warner (S-W) (1.300; \$1.20-\$3.60 -"Cinerama" (Indie). Great \$40,-000. Last week. shuttered. Trans-Lux (T-L) (600; 90-\$1.25) -"Eternity" (Col) (11th wk). Hold-ing to fancy \$9,000, despite bite taken by weather. Last week, \$19,-500. Holds again.

Rain, Surplus of H.O.s Bop Frisco; 'Ground' Fat 16G, 'Pay' Fairish 15G

Fox (FWC (4.65); \$1.52.49)— The Robe" 20th 46th wk). Sturdy 27.000, t.a.t week, \$30.900. Wartie'd Loew's) (2.656; 65-95; "Take Him Ground" (M-G), Nice 6.000, Ls t week, "The Actress" 1-G; \$10.500

M-G; 510,500 Paramount Pari (2,645; 65-95— Botany Brý" (Pari and "Big (Confinded on page 18)

Storm Bops B'way; 'Kate' Tame 130G, 'Jane'-Ames Fair 55G, 'Sheba' Lively 27G, 'Joe Louis' Sock 26G, 'Jet' 17G

with the storm taking the rap for a below-par opening round? Calamity Jane" with Ames Bros. Pupi Campo band topping stage bill is only fair \$55,000 for first week at the Paramount.

"Queen of Sheba" is making the best showing for new straight-film bill at the Astor. Pic wound up with strong \$27,000 opening session, particularly gratifying for a oreign-made independent. "Joc Louis Story" hit a smash \$26,000 mitial stanza at the Holiday "Sabre Jet" was fairish \$17,000 mitial stanza at the Holiday "Sabre Jet" was fairish \$17,000 mitist stanza at the Holiday "Sabre Jet" was fairish \$17,000 mitist stanza at the Holiday "Sabre Jet" was fairish \$17,000 mitist stanza at the Holiday "Sabre Jet" was fairish \$17,000 mitist stanza at the Holiday "Sabre Jet" was fairish \$17,000 mitist stanza for eighth week at the Roxy. "Here To Elecutity" shipped to \$32,000 for 14th stanza at the Capitol, which is still plenty strong.

"Botany Bay" was sloughed by the elements, tumbling to only fairly good \$16,000 or close in second round at the Mayfair. "Little Boy Lost" still was in the chips for seventh session at the Rivoli at \$18,000. "Striporama" continued its remarkable longron at the Ridto with a strong \$7.600 in prospect for current 6th frame. "Moon Is Blin" continued fine with \$12,000 for 13th week at the Victoria but off with the others from preceding stanza. "Cinerama" also was hurt but still smash at around \$46,000 for 23d week at the Warner.

Launching of "How To Marry a Millionaire" simultaneously at the Globe and State thearres attracted outstanding attention yesterday ("Tues.). Pie was gaven a dual Monday.

Estimates for This Week

Astor (City Inv.) (1,300: 80-\$1,200.

Cay (9) at the two houses "Living str. besert" opened at the Sulton Monsday.

Estimates for This Week

Astor (City Inv.) (1.300, 30.81 30)

"Queen of Sheba" (Indie) (2d)

wk). Initial week ended last night (Tues.) was strong \$27,000, usually fine for a forelen indie. Looks in for a run.

Biou (City Inv.) (559, \$180.)

\$240.—"Gilbert & Sullevan" (Lopert-UA) (3d wk). Initial holdover stanza ended last night (Tues.) strong \$11,000 after \$12,000 for opening week.

Baronet (Reade) (430, 90.\$150)

"Beggar's Onera" (WB. (12thifinal wk) The 11th session ended Sunday (8) was okay \$3.00 after \$1,000 for loth week. "Forbidden Stories" (Indie) opens Nov. 14

Capitol (Loew's) (4,820, 70.82.20)

"Eternity" (Col.) (5th wk). The 14th session ended last night (Tues.) was solid \$32.000 after \$40.000 for 13th week. Stays on.

Criterion (Moss) (4,700, 35.82.20)

"Sabre Jet" (UA) (2d wk). Indial week ended Monday (2) night biz. In ahead, "Big (Item) (Col) (3d wk)-5 days, \$11.000.

Fine Arts (Davis) (468, 99.81 80)

"The Marty Millionaire" (20th) (20t

wk). First holdover round ending today (Wed) looks to hold at good \$16,000 after \$31,000 for opening week, way below hopes. Stays a third week, with "Take High Ground" (M-G) opening Nov. 19.

on indef.

New York (Brandt) (598, 55-81,25)—"Little World of Don Camillo" (IFE) (2d-final wk): Current frame ending tomorrow (Thurs) is dupping to slow \$3,700 after \$5,800 order: "White Hell of Pitz Palu" (Indie) opens Friday (13).

Palace (RKO) (1,700, 80-\$1,20)—"Glass Web" (U) with 8 acts of vanide. Opens today (Wed) 1, Last week, all-vanide bill topped by Betty Hinton (4th wk), slipped to 200d \$36,500 after \$38,000 for third stanzi.

Peramouni (Part 13,664; 80-\$1,80)

dv (8)-confining smash with \$16,-500 after \$18,000 for fifth. Rlatta (Virge) (600, 50-93) — "Striporana" (Indie) (6th wk). Curret) round ending for strong \$7,600 after \$8,000 for fifth. Con-

atier \$23,000 for sixth, week, Raf'o City Music Hall (Rocker-fellers) 6(20); 90-82 400—"Kiss Me Kate" (M-G) with stageshow Initial session ending today (Wed) is heading for good \$130,000 or neer; albeit a bit disappointing for opening week, Bix here was especially hard hit by storm, failing to jet its chase of outoflowners. Helds In alread, "Morambo" (M G) with shareshow (5th wk), okay \$112,000 but somewhat below expectancy.

"The Robe" (2000) (3th wk) (The Robe" (2000) (3th wk) (Wed) (500, like, great \$93,000 after \$125,600,000, over hopes, for seventh, Honegot its higgest election day trade ever, Present week makes the first time Clast any pie has held Hos

Unloads 3-D Gear

20th Guarantees 2,500 Lens Order In Licensing Bell & Howell

Bell & Howell in Chicago has been licensed by 20th-Fox to produce the improved CinemaScope lenses. This makes the third American outfit to be licensed even though only Bausch & Lomb so far have turned them out. Under the B&H deal, 20th guarantees purchase of a minimum 2,500 lenses over a two-year period.

Second deal was with Harry

Second deal was with Harry Newcomer, a New York optician who filed one of the earliest pat-ents on an anamorphic squeeze lens. He, to date, hasn't delivered a single lens.

Second deal was with Harry Newcomer, a New York optician who filed one of the earliest patents on an anamorphic squeeze lens. He, to date, hasn't delivered a single lens.

Prime purpose of the Bell & Howell arrangement, according to 20th, is to expedite the flow of lenses abroad where a "huge backlog of orders" so far has gone unfilled. CinemaScope lens is to be produced in France by its inventor. Prof. Henri Chretien. Italian and German plants are skedded to bring out lenses in January and the J. Arthur Rank people in Britain are about set to make them now.

Bell & Howell already has an agreement with 20th to turn out a 16m version of CinemaScope and is experimenting with lenses for narrow-gauge versions. B.&H. technicians have developed a method for reducing the 35m film. Possibility of applying 16m CinemaScope to small, regular houses is said to have been discussed in Chicago by 20th prexy Spyros P. Skouras. When he saw samples of the process in 16m two months ago, Skouras reportedly was not completely satisfied with the results. He expects to see another demonstration soon.

AT COVEDNMENT DAY

AT GOVERNMENT PAY WRITERS ESCAPE DUES

Hollywood, Nov. 10.

Those screenwriters who work on special assignments for the Government will not have to pay dues on such work, exce board of the Screen Writers Guild has ruled.

ruled.

Board felt that such work constitutes patriotic services, and with the Government paying minimums to all writers for such assignments, it should be dues-exempt.

Board heard a report on assessments and membership from David Dortort, head of the membership committee.

Albany Tent Sets Drive For \$50,000 Camp Fund

Saul J. Ullman, Fabian division Saul J. Ullman, Fabian division manager, appointed chairman of the Big Brother Drive to be conducted by the Variety Club here during November. It hopes to raise \$50,000 for the Variety-Albany Boys' Club summer camp.

Larry Cowen, manager of Proctor's in Troy, is landling publicity. Chief Barker Jules Perlmutter made the appointments.

Variety Tent here has financed a nearby mountain camp for needy boys since 1940.

Lollier Heads Coast Tent

Los Angeles.

New Chief Barker of Tent 25, Variety Club of Southern Cali-fornia, is W. H. (Bud) Lollier of Fox West Coast, elected for one year. Also elected were Ezra Stone, first assistant chief barker; O N. (Bill) Stere, second assistant; Lloyd C. (Suphey property mas-O N. 1811) Stere, second assistant, Lloyd C. Ownbey, property mas-ter, and M. J. E. McCarthy, dough-guy. George Bowser, former chief barker, automatically became a member of board.

D. C. Varlety Backs Grid Games

Washington. First of an annual series of Thanksgiving Day service football games, to be sponsored jointly by the Variety Club of Washington and the Department of Defense, will be played at Griffith Stadium between the Quantico Marines and Fort Belvoir Engineers.

Net proceeds will be divided with yo-thirds going to the welfare funds of the Armed Scivices in the Washington area and the remaining one-hird to Children's Hospital yafere Variety Club has financed an annex. First of an annual series of hanksgiving Day service football

KID STOWAWAYS IN TRUNK

Boys Invent Dodges to Obtain Free Admish to Drive-Ins

Drive in theatres are producing their own brand of larceny. Two recent examples in this area point

San Antonio, Nov. 10.

"How to Marry a Millionaire," 20th-Fox's second CinemaScope release, is being sold at 50' \(\hat{c}\) down the line. First CinemaScope pic, "The Robe," was sold at 70' \(\hat{c}\) for the distrib but exhibs got a 10' \(\hat{c}\) profit guarantee over their house nut.

profit guarantee over their house nut.

According to 20th, it ran into few complaints on the 70% deal.

With 50% terms, exhibs "will have to share a little more in the risk" and will have to contribute higher coin for advertising.

In a unique switch, 20th is selling the musical prologue for "Millionaire" as part of the film and at no charge to exhibs. Short has the 20th studio orch under Alfred Newman playing "Street Scene."

"How to Marry a Millionaire" had its twin preem at the Loew's State and Globe theatres on Broadway Monday 19. Unusual multiple opening was covered via WABC-TV and was a reserved-seat, invitational affair. In advance ads announcing coming of "Millionaire," 20th maintained the "gala" atmosphere around CimemaScope, stating that it had "granted the privilege" of showing the pie to the two Broadway showcases.

TV coverage included a description of the Times Square scene by Tex McCrary, broadcasting from a helicopter hovering 5,000 feet

Tex McCrary, broadcasting from a helicopter hovering 5.000 feet above the rooftops. Cameras picked up the plane as it was caught by searchlight beams,

NEW ENGLAND CRITICS

New Bedford, Nov. 10.
M-G-M's publicity department took advantage of a made-to-order promotional set-up in scheduling the world premiere of "All the Brothers Were Valiant" here at Harry Zeitz's State Theatre. Film deals with the adventures of a couple of New Bedford brothers in the 19th Century when this Massachusetts port was the world's leading whaling headquarters. M-G-M sent in Ann Miller, curtently in "Kiss Me Kate" for la giamour.

A bus load of film crities and

A bus load of film crities and radio and TV personnel came here for the occasion, including a press party and visits to the Jonathan Bourne Whaling Museum and Oid

Dartmouth Historical Society,

Film critics came from Boston,
Worcester, Portland, New Haven,
Bridgeport, Meriden and Hart-

Exploitationeers snatched a 90-year old whaling captain, Charles E Chace, photographed him re-acting to Ann Miller, accepting two ducats. He took a bow in the theatre. It was the first film he had attended in 25, years,

Veteran Film Writer

William Ornstein

who should know about these things, compares

True Westerns Vs. Hollywood Cowboys

another byline piece in the upcoming

48th Anniversary Number

VARIETY

Casting Mixups Hold Up RKO **Productions**

After 18 weeks on salary at RKO, which borrowed him from 20th for the male lead opposite Jane Russell in "Big Rainbow." Dale Robertson was returned to his home lot reportedly because of decision he was too young for role. Exit leaves film without a male lead aithough it's understood Gilbert Roland is still set for one of top roles.

top roles.

UI contractee Lori Nelson also was borrowed several weeks ago for a role in same film and although not back at Valley lot she's still being carried on RKO payroll for "Rainbow." RKO studio's casting difficulties are also extending to "Susan. Slept Here," which was acquired from Alex Gottlieb on Oct. Robert Mitchum refuses to take lead opposite Debbie Reynolds, whom Gottlieb borrowed from Metro for \$50.000. She's on RKO lot rehearsing dances, feeling that even if film is never made she'll get a dance routine for personal appearances out of deal.

Mitchum's role was originally

pearances out of deal.

Mitchum's role was originally slated for Dan Dailey who has since returned to 20th for "Pink Tights." Role vacated by David Wayne when he left for "Teahouse or the August Moon" on Broadway still is to be filled although it looked for while like Mickey Rooney would inherit role.

Meanwhile, RKO still has six pix on shelf, all without advertising campaigns yet mapped, two with-out Breen office seal of approval.

AMERICAN SEATING EARNINGS BEAT '52

showing the pic to the two idway showcases. V coverage included a description of the Times Square scene by McCrary, broadcasting from a copter hovering 5.000 feet the rooftops. Cameras ed up the plane as it was against \$986.737 in corresponding the by searchlight beams.

W ENGLAND CRITICS

JUNKET TO BEDFORD

New Bedford, Nov. 10.

LANNINGS BEA1 52

American Seating Co., whose carnings have been running well alread of 1952, will wind up the year with gains over 1952, according to expectations in Wall Street. Net earnings in the first nine months totalled \$1.435.796 as against \$986.737 in corresponding period of 1952. This amounted to \$2.25 a share against \$1.55 per-share last year. The good showing prompted the directors to declare a 25c, extra dividend last month as compared with none in 1952.

With the final quarter for American Seating likely to be nearly the same as a year ago, expectations are that the full year will show something better than \$2.40 per share as against \$1.89 last year. The company for years has supplied seats for theatres as well as in other lines. This year, defense production of airplane wing parts and pilot ejection seats are running higher this year than in 1952.

Belated 'Green Mansions'

Hollywood, Nov. 10. Hollywood, Nov. 10.

W. H. Hudson's classic novel.
Green Mansions," on ice at Metro
for years, is being thawed out for
production on Pandro Berman's
program. Story will feature music
importantly but will not be classed
as a tuncfilm.

for years, is being thawed out for production on Pandro Berman's program. Story will feature music importantly but will not be classed as a tuncfilm.

Yarn has been transferred from Arthur Freed's schedule and will bring together Berman, as producter. Vincent Minnelli as director and Alan Jay Lerner as scripter, and Alan Jay Lerner as scripter, the sample trio that made "An American In Paris" and is now reason by Hugh Jones, city manyworking on "Brigadoo," to the sample trio that made "An American In Paris" and is now reason by Hugh Jones, city manyworking on "Brigadoo," to the sample trio that made "An American In Paris" and is now reason by Hugh Jones, city manyworking on "Brigadoo," to the sample trio that made "An American In Paris" and is now reason by Hugh Jones, city manyworking on "Brigadoo," to the sample trio that made "An American In Paris" and is now reason by Hugh Jones, city manyworking on "Brigadoo," to the sample trio that made "An American In Paris" and is now reason by Hugh Jones, city manyworking on "Brigadoo," to the sample trio that made "An American In Paris" and is now reason by Hugh Jones, city manyworking on "Brigadoo," to the sample trio that made "An American In Paris" and is now reason by Hugh Jones, city manyworking on "Brigadoo," to the sample trio that made "An American In Paris" and is now reason by Hugh Jones, city manyworking on "Brigadoo," to the sample trio that made "An American In Paris" and is now reason by Hugh Jones, city manyworking on "Brigadoo," to the sample trio that made "An American In Paris" and is now reason by Hugh Jones, city manyworking on "Brigadoo," to the sample trio that made the sample trio that m

Foreign Sales Mgrs. Face Problems

More Native Product, Prospectively Less Hollywood Product Combine With Other Adverse Factors

MAP 'LUTHER' BUILDUP

Religious Film Already Played 170 Commercial Dates

"Martin Luther," the religioso picture made by Louis de Rochemont for the Lutheran Church, in its 170 commercial theatre engagements through Nov. 4, has played to more than 1,500,000 admissions, according to Cresson E. Smith, general sales manager of de Rochemont Associates.

Louis de Rochemont personally greeted salesmen called into a Hotel Chatam meeting last week: Publicity director Irving Drutman and ad-promotion chief Joseph Gould led panel discussions on specialized aspects of the picture's presentation.

MGM CONCLAVE IN BELGIUM

Convention of Metro top execs as well as sales and ad-pub per-sonnel is skedded for Belgium starting Nov. 22. Apart from screening new product, M-G staf-fers will discuss the drive to get

fers will discuss the drive to get all-purpose panoramic screens in-stalled in European houses. Arthur M. Loew, Loew's Inter-national Corp. prexy, and Samuel N. Burger, general sales manager, will preside over the proceedings, first of their kind over to be held in Belgium.

AMBASSADORS GALORE HELP LAUNCH CINERAMA

Washington, Nov. 10.
A gilt-edged audience, kleig lights, front page news stories, and a Washington Board of Trade award marked Thursday 15) night's preem of "This Is Cinerama." Warner Theater, completely, feeelight preem of "This Is Cinerama." Warner Theatre, completely facelifted to accommodate the new process, was jamined with top capital brass for the opening, which was held under the aegis of the American Newspaper Women's Club for benefit of Children's Hospital.

VIP's on hand were Supreme Court Justice Harold Burton; Ambassadors of Cuba, Sweden, Yugoslavia, India, Panama, Finland, the Philippines; Attorney General Herbert Brownell; Secretary of the

bert Brownell; Secretary of the Army Robert T. Stevens; Under-Secretary of Defense Roger M. Keyes; Mrs. Ivy Baker Priest, Treasurer of the United States; and a long list of military and naval brass.

naval brass.

Si Fabian, president of Stanley Warner, who headed the company execs who came in for the event, received the Board of Trade citation during an intermission TV pickup in appreciation for bringing Cinerama to the capital. Also on hand for preem were Cinerama prexy Lowell Thomas, co-producer Merian Cooper, and inventor Fred Waller.

JUSTICE DEPT. MERGES ARM TO ANILINE BODY

Washington, Nov. 10.
Merger of General Aniline & Film and General Dyestuff Corp. was announced last week by the Department of Justice. Dyestuff, which has been exclusive selling agent for General Aniline, will be wiped out and the selling functions transferred directly to General Aniline.

Aniline.

Justuce Department controls 98' c of the stock of both corporations which were seized during World War II by the Alien Property Custodian.

Problem of rising distribution costs in the foreign market, and particularly in areas where American pix are finding increasing competitive pressure from native product, is once again concerning the foreign sales managers.

Matter is pressing in such countries as Germany, Japan, Italy and others where local film production is flourishing and individual governments doing everything nossible errnments doing everything nossible errnments doing everything nossible errnments doing everything nossible errnments doing everything nossible

tries as Germany, Japan, Italy and others where local film production is flourishing and individual governments doing everything possible to encourage the budding industry. Add countries like Argentina where imports from Hollywood are down to a trickle but the Americans are obliged to keep operating: a sales system on a fairly extensive scale.

Execs in N.Y. acknowledge that costs have risen considerably during the past year but attribute this in part to the inflationary spiral. Their primary aim now is not so much to cut back, which in many places is as difficult as it is impractical, but to hold the line as much as possible.

While 1953 has earned the companies record coin abroad, it's generally anticipated that 1954 will witness something of a dropoff, due in part to competition from local films. Germany is a good example of a market where the domestic product is reportedly gaining and already making life difficult for American imports.

Moved In Big

It's pointed out that, in these as well as in other areas, the American distribs went in in a big way after the war to reestablish their dominant position. This required cut in the number of releases by most of the Hollywood companies.

While they recognize that any drastic reductions in overseas operating costs are difficult to attain short of a merger of some of the companies' physical distribution facilities, the foreign managers are determined to at least hold the line and to prune expenses wherever possible without impairing efficiency.

CHI PIX BIZ IN SEPT. CLIMBS 5% OVER '52

Chicago, Nov. 10.

Chicago, Nov. 10.

Chicago, Nov. 10.

Picture grosses for September were 5% better this year than they were in 1952 according to City Tax Collectors office here. Theatres turned in \$106.669 for September receipts this season, compared with \$100.808 for the same month last year. Film biz for the first 10 months this term went up 2.5% over the first ten in 1952, registered \$1.086,153 against \$1,059.467.

All annusements in Chicago so

All anusements in Chicago so far this year improved about 4% over the year before, with tax receipts up \$64.451. Amusements paid \$1.478.958 from January through September in 1953, while a year ago the figure read \$1.414.507. Greaters portion of the general upbeat, however, must be attributed to the lifting of entertainment admissions this year.

Exhibs Extol Metroite

Special resolution as a memorial to Henderson M. Richey, Metro exhibitor relations topper who died recently, was passed at the recent convention of the Allied Theatres. Owners of Indiana. Richey, a llouser who started his career as a newspaperman in Indiana, was scheduled to address the convention.

Resolution cites Richey's achieve-

on. Resolution cites Richey's achievements and his work on behalf of exhibitors and extends "to Mrs. Richey and the members of his family, and to his associates in Loew's, Inc., this sincere expression of our sorrow and sympathy."

National Screen Service Wins Case

Prolonged Antitrust Action of Philadelphia Poster Firm Is Dismissed By Judge

Philadelphia, Nov. 10.
rear old antitrust suit
National Screen Service
principal distributors has
smissed in Federal Court
Judge William H. Fitz
Plaintiff was the IndePoster Exchange Co. of

six pictures into work 1. Films are "Prin Melonin for dismissal had been made by Louis Nizer, of Phillips, Noer, Benjamin & Krim, counsel for NSS, and by Earl Harrison, Segal & Louis, representing the distribs. They argued that the plaintiff was estopped from asserting clams of monopoly and antitrust volation" because Independent Poster had been doing business with NSS the past six years and increased its business and made profits from the tieup.

The court upheld this argument along with another defendant point relating to a previous action by the same plaintiff. Previous sum was against National Screen and three film companies—Paramount, RKO and Loew's. NSS contended that its contracts with distributors had already been determined to be legal.

Some time ago Mitchell Pantzer of Independent Poster instituted a \$500.000 libel action against Herman Robbins, president of NSS, but this was discontinued when Pantzer failed to complete his camination before trial.

In the course of the antitrust soil, more than 1,000 pages of testimony had been given before trial by Independent Poster principa's and by Robbins, NSS v.p. George Dembow and distribution executives including Metro's William Flodgers, Ned E. Depinet of RKO and Abe Montague of Columbia.

Magazum Dickuses Tale

Magnum Pictures Title A Real Life Echo Of Company in 1949 Novel

A throwaway line on fictitious Magnum Pictures Corp., in Harold Robbins' 1949 book "Dream Merchants" (Knopf), a Hollywood story, has become a real-life corporate billing, Magnum has just been formed by producer John Bash, agent Elizabeth Dickinson and Kurt Hirseh to produce a second

seen formed by producer John Bash, agent Elizabeth Dickinson and Kurt Hirsch to produce a sector of Robbins' novels. Author will also have a participation inserts in the new indie.

First production is a case of the ast-shall-be-first, in that "Never-acave Me," to be published next famuary, will be done first. "Dream Merchants," Robbins' first novel, will be next, followed by "A Stone or Danny Fisher" and "Never-acy ea Stranger," also Knopf-published.

shed.
Jack Hanley is working on the reciplay for "Leave Me," shootg to start in May '54 on both both.
See indie has made a bid r Deborah Kerr, following her beath run in "Tea and Sym-

Bash was exec producer on "Crossed Swords," upcoming UA release of Errol Flynn-Gina Lollongida starrer made in Italy. Robbins is the Universal-Intersational Pictures statistician who has been writing books on the side, but remaining at U-I regardless, but remaining at U-I regardless. When he finished "Never Leave Me," a short novel of under 60,000 words directly for Avon Books paperback publishers, he found wasn't obligated to give it first b. Knopf, his regular publisher of the longer novels, and with Bash & Co he packaged his several books tunder the Magnum Pictures label.

Greek-Made 'Battalion' Handled by Leon Brandt

eon Brandt office has been ned U. S. rep for Peter Bououres, producer of "The Barefoot Battalion." initial effort of the Bou-

in Greece with editing, cutting and from handling the opening, Brandt

6 Panoramic Pictures Due to Roll Before '54

Hollywood, Nov. 10.

Panoramic Productions, headed by Leonard Goldstein, will send six pictures into work before Jam. 1. Films are "Princess of the Nile," "The Raid," "Baton Rouge," "Justice Brown," "Hawk of the "Justice Brown," "Hawk of the Desert" and "A Matter of Life and Death."

Company, organized in August, ow has 74 full-time employees now has 74 full-time employees and has already completed four pletures: "Man in the Attic," "Three Young Texans," "The "Siege of Red River" and "Goril-la at Large."

Patman Law For Pictures?

Application of the Robinson-Pitman Act to films, rejected by the U. S. Federal Court in New York, may get another hearing in the U. S. Court of Appeals as a result of an appeal which the Hillside Amusement Co., operators of the Mayfair Theatre, Hillside, N. J., will file immediately. Avenue for filing the appeal was opened for attorney Lawrence Abrams with the entry of the judgment this week by Justice Sidney Sugerman who dismissed the case last June. Robinson-Pattman Act states that it's unlawful to discriminate in

Robinson-Pattman Act states that its unlawful to discriminate in price between different purchasers of commodities of like grade and quality. Jack Unger, Hillside Amusement topper, had charged that theatres formerly operated by Warner Bros. in New Jersey, had received more favorable rental terms from distributors for identical pictures than did the Mayfair. Named in the suit were Warner Bros. Distributing Corp. and other film companies. Warners and the

Bros. Distributing Corp. and other film companies. Warners and the film companies were represented by Louis Nizer. of Phillips, Nizer. Benjamin & Krim.

In dismissing the case, Justice Sugerman ruled that motion pictures were not commodities but licenses and that licenses to play pictures did not constitute purchases. Abrams contention, on the other hand, was that the licenses themselves were commodities since they made up the inventories of the film companies.

Reserve Widescreen For Features Only, **Exhibitors Advised**

For the most effective programming of widescreen presentations, Leo Walcott, of Allied of Iowa, Nebraska and Mid-Central, suggests that theatres show shorts, coming attractions, news and second features in the old 1:33 ratio and the main feature in widescreen. Wolcott feels that the contrast will result in tremendous will result in tremendous

"Where theatres have gone en-tirely to wide range," he notes, "it soon loses its effect on the public." Wolcott emphasizes that it is Wolcott emphasizes that it has been clearly established that the success of widescreen. Cinema-Scope, or any new process depends on proper selection of pictures at reasonable rentals and on advance and extensive exploitation. and extensive exploitation. Wide-screen, he says, "improves the presentation of any picture, but it will not make a boxoffice hit out of a 'cluck' picture."

UN Documentaries Set As New School Series

doures film unit. Ple will have its American premiere in N. Y. during early January.

Barefoot Battalion" was lensed in Greece with editing, cutting and scoring done on the Coast. Apart from handling the opening. Brandt will also be ad-pub rep for the pic when its gets a national release.

Caviar-and-Bread

Asked last week whether niversal planned to continue patting out "bread-and-butter" pix like the "Ma and Pa Ket-tle" scries, U exec v.p. Alfred E. Daff didn't hesitate with an

answer

"They're not bread-and-butboomed." er pictures." he boomed. They're in the caviar cate-

DAFF DETAILS SOME OF HIS PIX AD IDEAS

Rise of TV as serious competi-on recourses the film biz to think of its advertising in terms of new formats. Alfred E. Daff, exec v.p. of Universal told the AMPA Showmanship school in N. Y, last

Showmanship sepon in a week.

He added This may be the time to get away from the traditional type of advertising. There are many television shows which psychologically surgest the same subject matter as pictures. Our advertising and promotion should, therefore, always suggest there is

subject matter as pictures. Our advertising and promotion should, therefore, always suggest there is much more to any motion picture tien there is to any television show." The important point to pint across was that in pix the audience gets a big show, he held.

As one of bis criticisms of film advertring, Daif citted the fact that it "fails to evoke in the public the excitement that is inherently contained in the pictures." He said the presentation of facts was sometimes lacking in the industry's adoubt campaigns but emphasized that he was "distinctly opposed to nounch dignity in advertising." "Dignity very often lacks 'sock " he declared, "and we are bound to give all our advertising and exploitation an impact that will register on all it reaches." Reminding his listeners that the industry gets 39% of its income from abroad (excluding Canada), Daff opined that it was well to remember the requirements of the omestic advertising empirism. At

forci'n market in mapping the do-mestic advertising compaign. At the same time, he said, "we recor-nize the fact that there is a dif-ference in cultural standards and in emotional systems throughout the world. We should never be so proud as to ignore the creative tal-ents of people who do not speak our language, or who live in for-eign countries, nor should we ever think that we have a monopoly on new ideas."

new ideas."

American film advertising was important abroad, Daff observed, and any letdown would be reflected. "It is not only important to sell to the hilt in this country for the sake of local revenue, but it is most important to set a standard for the world to emulate,

DEFENDS ADELE COMMANDINI

Writer Had Previously F Chided By Screen Guild

Hollywood, Nov. 10
Screen Writers Gülld exec board has before it a report from Robert Lee Johnson, chairman of SWG's subcommittee on Government employment, in which he stoutty defends Adele Commandini, condemned by the board for accusing exec secretary Frances Inglis of usurping judicial authority.

Board termed Miss Commissions as "Irresponsible."

Board termed Miss Commandini's accusations as "irresponable" and utterly baseless," as it roted confidence in its exec secre-

"I am aware of the facts cited by Miss Commandini in her resignation. I understand as an outgrowth of her resignation some damaging attacks have been made upon her veracity and state of mind, and it would be a grave injustice to Miss Commandini on my part to permit any such attacks to go unchallenged, for they are contrary to the record.

trary to the record.

Whether or not the charges of irresponsibility are calculated to discredit I do not know, but I am positive they are unfounded in every respect. The action she has taken was a last recourse, and as such is forthright and admirable. I am sure the truth of the matter will reveal that what she has done is forthe good of the guild. If SWG is to survive as a union of writers worthy of exercising their craft," Johnson declared.

TOA Convention In Windup Hears Producers Can't Live on Cream Alone

His Tax to Argentina of

Sue Everett Sloane On

His Tax to Agrentina
His failure to reimburse 20thFox for tax mantes it laid out in
his behalf to the Republic of
Argentina caused actor Exercit
Sloane to be hit with a \$4,391
Judgment filed by the studio with
he N.Y. County clerk last week
Papers disclose that under a
1952 contract with 20th Sloare
authorized it to pay \$4.33 as recome tax he owed the Argentine
government. When the actor assertedly declined to re-pay the
studio it brought suit to recover
the coin.
Sloane appeared in "Way of the
Gaucho," an Argentine locationer
which 20th made last year.

Ohio Exhibs Ask 50% Reduction On Newsreel Rentals

Columbus, Nov. 10 Independent Theatre Owners of Ohio is asking for a 50° / reduction in the film rental charge for newsin the film rental charge for newspreeds. Price cut demand, the Albed unit says, is based on the fact that the distributing companies no longer have to pay \$3 per reel censorship charge since the seissoring of news footage has been eliminated in the state.

news tootage has been eliminated in the state.

Trade association cites the testimony of Walton Ament, vecpee of Ohio's right to censor newsreels.

Ament said that the average rental from newsreel prints was a Comments ITOO: "Out of this Comments ITOO. Ont of this the distributor had to pay production and distribution costs and \$3 for censorship. Since the latter is no longer in effect, we believe any exhibitor is justified in asking a 50% reduction in his newsreel. Figuring that each print at the figure quoted can have an average of no more than three engagements, that means \$1 per engagement saved. The exhibitor is cutilled to at least half."

Teenage Pickets Melt When Exhib Threatens To Blacklist Leaders

Minneapolis, Nov 10
State and Marshall theatres at
Marshall, Minn, near here, brought
teenager picketing to an end by
announcing they d blacklist the
picketeers who were carrying beners urging the public to refrain
patronage.

ners urging the public to refrain patronage.

Owner W. R. Hiller says the picketing started when he abol-ished Sunday right student teket privileges of reduced purces be-cause of abires by non-eligible out-of-town teen agers. He demos-the picketeers' claims that he wis-boosting the regular admission scale of 60, 50 and 17c for adulta-teen-agers and children, respec-tively.

fect against inventle vanda's and troublemakers and they're refused admission to the theatres.

Columbia Meet Dec. 21

Columbia Pictures has set its annual meeting for Dec. 21 in N. Y., at which time board neumbers will be candidates for reelec-

bers will be candidates for recreet tion by stockholders. Following this, the board will convene for the naming of officers. A few changes in Col's exec setup in N. Y, are anticipated.

New Hampshire Local's Pact

Manchester, N. H., Nov. 10. Six leading theatres in this ar-Six leading theatres in this area have signed a new two year contract with Local 195, International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators, AFL: of which Leo F, McIntyre is president.

The pact was signed with the State Operating Co, owner of the State, Strand and Palace Theatres, in Manchester, and with the Colonlal, State and Daniel Webster Theatres in Nashua.

all other exhib groups that wish to join it. This evolved, as expect-ed, following recommendation to the Board by both the executive conjuttee, and the convention

Veasure rates as a crack at Al-li d States which nixed such a proposal at its actional canchave in Poston last morth. Beard also rec-cently the continuing the film production cede, based on the principal of industry self-regulation.

At the President's Banquet Then slay 150 mght, wrapping up this year's TOA meet, retoring prexy Alfred Starr Jeshed at Hol-lywood producers whom he felt

prexy Affred Starr Joshed at Hol-lywood producers whom he felt were growing shortsighted on the "aeady wine" of the divorcement discree, using their new-found free-dom to aim at long runs in large "A" houses and neglecting small subsequent run theatres.

Like on Cream Alone?

Soar interpreted their arguments along lines that distribution and print costs could be lessened by shanning smaller ontiets since most revenue comes from hefty freat run. Start declared their nonstouption. He said it was a mistake to remore any large segment of the American public, thereby driving them to other forms of entertainment. "People easily lose the motion picture habit," he pointed out and small towners of today are likely to become metropoliten residents in the future. Starr warned the industry never to lose sight of its entire potential audience, and this holds for the overse's audience as well since the forcers near-

the moderately budgeted fare that has always been the staple diet of the industry. "While successful hig pictures can earn a great deal of money in a short time," he said as a parting shot, "an expensive failure can bring disascer to its producers. And several in a row can bring budkemptey."

Skouras Very Explicit
Earlier that aftermoon, Sprios Skouras, 20th Fox prez vuerterously tidd TOA delegates that he could not inderstand exhibitor

ctant as screen size and on quality at a time when in is the utmost need of

the industry

He told the convention that inferior screens and "flat" sound
would put CinemaScope out of
business, and intimated that the
attree industry night go with it
buce again, to both TOA and it
would fluous Alind meeting to Once again, to both TOA and a special Hinois Alhel meeting, he repeated 20th's guarantee of a 10% profit to all exhibs who would play "The Robe."

Don't Discount TV

Urging the conclave not to underestimate television as a serious problem, he announced he was appatted by the industry's unpreparedness to inset the "emeny" and ashamed that so powerful a but skomas asked TOA to mike an effort to hring about a united exhibitor organization that would keep abreast of all tastes and desires of the public that they could relay to producers. "It's too bad cleay to producers." 'And it's not speeches that will recapture patronage but artistic and superior redertainment. Without that we don't have a chance."

Drive-in committee, in the convention's closing days, issued a recommendation to ozoner operators a wait for screen standardiction.

to wait for screen standardization, standing pat with 2-D fare, unless (Continued on page 20)

VARIETY

Warner Brothers is producing IN CINEMASCOPE . . . M-G-M is producing in CINEMASCOPE ... Walt Disney is producing in CINEMASCOPE ... Columbia is producing in CINEMASCOPE . . . Universal-International is producing in CINEMASCOPE ... United Artists is producing in CINEMASCOPE .. 20th Century-Fox is producing in CINEMASCOPE



Uneasy Peace Pact Set By British Film Biz Prolonging Eady 3 Years

London, Nov. 10.

An uneasy peace treaty has been concluded by the British picture industry to prolong the Eady Fund on a voluntary level for a further three years after the next mid-summer expiration date. Industry toppers, however, are confident that the scheme, as endorsed by the four trade associations, will never come into operation. Instead, they are certain there will be some measure of admission tax ambiguitable in the amount of the subsidy handed over to British film producers.

amount of the subsidy handed over to British film producers.

The new Eady scheme, as approved by the industry, budgets for an annual levy of \$6,450,000, starting in August next year. Before this sum was agreed on, the producers had told the government and the industry that it needed minimum support of \$8,400,000 per year to remain solvent if the present level and quality of production were to be maintained. Sir Henry L. French, the director general of the British Film Producers Assn., now admits, in the event of no tax relief and the Eady subsidy remaining as agreed on, that producers are in for a three-year period of insolvency. of insolvency.

But apparently the entire film industry here is confident that the Chancellor of the Exchequer will heed its plea and come forward with a substantial measure of relief in the April budget. Exhibitors are optimistically talking in terms of an \$8,900,000 concession, and producers are standing on the sidelines ready to join in the benefits of any relief.

From the point of view of produc-tion, British film-makers are taking what they consider to be an every-day financial risk. They regard the day financial risk. They regard the voluntary agreement as preferable to a statutory scheme. They con-sider the compromise figure as be-ing the maximum which exhibs could contribute and are prepared to take their chance on an admis-sion tax concession in which they would benefit.

Exhibs, particularly independents, are far from happy over the outcome of the negotiations. They had rallied their forces against giving the greenlight to the all-industry settlement and succeeded a month earlier in getting a thumbs-down vote to endorsement of the voluntary settlement. This vote has now been reversed by 44 to 35, and the result has been received with threats of mass resignees. rived with threats of mass resig-ations from the Cinematograph xhibitors Assn.

Exhibitors Assn.

Theatre owners have never eyed the Eady scheme favorably. They have always looked at it as an instrument whereby the overtaxed independent was forced to make a financial contribution towards the major circuits which had a stake in British production. They objected to paying the Eady levy to provide financial support for British films which they were denied because of the accepted trade-barring clause. The indies, however, have not lost out entirely. They have secured a promise that their officers will explain the situation Carefully to the Board of Tradeprexy before the CEA signatures the all-industry agreement.

British Govt. to Extend NFFC Three More Yrs.

London, Nov. 3.
Logislation is to be introduced fing the new session of Parliament to extend the life of the Name of Film Finance Corp. This revealed in the Queen's speech die in the House of Lords durate the state opening of Parliamit last Tuesday (3).

No actual details of the logistary

o actual details of the legisla-were given but it is assumed will follow the lines of a casent made by the Board of le prevy last June in reply to commons question. He then ad that an amending bill would introduced to extend the life lee film halk for three more oduced to extend the life film bank for three more

the existing measure, as the Cinematograph Film tion (Special Loans) Act, of the NFFC was limited e-year period expiring next 3.

Mex Cinema Bows to Radio

the Cinelandia in Leon, Guana-juato shoe factory center, known as the Boston of Mexico. The op-erators, explaining that the com-petition plus costs, made their profit too small, sold out to radio station XERZ. Radio people announced they will remodel the cinema as a 1.000-seat studio-theatre.

Russo Films Gain Aussie Foothold

Sydney, Nov. 3.

Russian pix. which made their debut Down Under only a few weeks ago, are now getting substantial playing time here. Sale of "Sadko" to Greater Union Theatres for probable release in some houses of this chain, has just been sealed by Ray Films, indie distrib outfit which has about six Soviet features on its books. Other Russo films already shown here include "Big Top," released by BEF, and "Glinka," under New Dawn's indie banner.

Trade toppers here believe that

indie banner.

Trade toppers here believe that, despite political antipathy to the Soviet, the Australian public will pay at the boxoffice if the films are entertaining. Affecting this attitude on handling and screening this product is the fact that the Red pix are being offered at attractive prices, with the backing of political and other organizations happy to see any Russian footage screened.

The Soviet embassy has imported.

The Soviet embassy has imported prints of feature films, presumably earmarked for screening in commercial cinemas. Such films would be free of customs duty, primage and other costs, it is reported. These costs are proving a big bur-den to U. S. and British distribs.

Olivier, Leigh Starring Team in Rattigan's New Comedy Makes It Click

London, Nov. 10.
Combination of Sir Laurence
Olivier and his wife, Vivien Leigh,
in the starring roles is expected to
insure a boxoffice smash of "Sleeping Drives" indicates insure a boxoffice smash of "Sleeping Prince," which opened Nov.
5 at the Phoenix. This new Terence Rattigan comedy likely will
add another to his long run list
of hits. Presence of Martita Hunt
in the third vital role will give it
a further assist.

The H. M. Tennent production
originally was scheduled for the
Coronation season but was postponed because of Miss Leigh's long
illness. In some respects, the Rat-

poned because of Miss Leigh's long illness. In some respects, the Rat-tigan play is a new interpretation of the old Cinderella story. It is written as sort of an admixture of fairytale simplicity and world sophistication, which gives the ex-cellent cast plenty of thespian chances.

To many the play seemed disap-

To many the play seemed disappointingly trail, but the stars should put it across. It received a solid reception opening night and drew almost continuous laughter.

"The Return." which opened at the Duchess on Nov. 9. is a slow-moving play by Bridget Boland that is not likely to have universal appeal. It depicts a nun's reaction to the world after 36 years in a convent.

Flora Robson was warmly acclaimed in an impressive performance, but the religious background may hurt its chances for a sustained run.

A development plan for the south bank of the Thames, site of the 1951 Festival of Britain exhibition, includes two theatres, a new hotel, an air terminal and possibly a helicopter station.
Plan was outlined by I, J, Hayward, leader of the London County Council.

Bulgaria Wakes Up To Legit's Propaganda Use

Legit's Propaganda Use

Washington, Nov. 10

Following the lead of Russia. official Bulgarian propaganda outlets are hammering away at the theme that the theatre is a valuable means of Red propaganda and should be so used. Over Radio Sotia and in the official government newspaper, Rabotnichesko Delo, lest week following was put:

"The theatre is one of the strongest means of Communist education. Following Soviet methods, our theatre has achieved great successes and has produced plays which are unquestionable successes of our dramatic art.

"One of the most important conditions for the correct development of theatre work is the repertoire. To choose a correct repertoire means to relate it with the state and the Party.

"All theatre workers must constantly improve their ideological and theoretical training. They must study the problems of Socialist aestheties and increase their professional mastery. The Party organizations will help improve the ideological and artistic level of the performances by creating an atmosphere of criticism and self-criticism, and by widespread political work in the theatres."

Preferential Ouota For Brit. Films Looms When Sponsored TV Arrives

Sponsored TV Arrives
London, Nov. 3.
A preferential quota for British, pix in the event of competitive TV coming to Britain is to be sought by the Board of Trade. The Films Council, at a recent secret meeting, agreed to make immediate representations to the government department concerned. Informed trade observers are of the opiolon that the BOT will ask for a British quota of 73-80%. Its brief, though not in specific terms, called for a predominantly British percentage on TV programs.
Institution of a TV screen quota will not call for special legislation in the same way as the existing exhibitors' quota in picture theatres. The BOT hopes to get the question resolved by the inclusion of a clause in the charter of the new corporation which the government intends to establish to run the alternative TV network.
One of the prime movers in pressing for the TV quota was understood to be Sir Alexander Korda, who also urged the council to support the introduction of Phonevision Into Britain with similar preferental treatment for native product. Latter idea was rejected by an overwhelming majority.

usion luto Britain with similar preferental treatment for native product. Latter idea was rejected by an overwhelming majority. According to authoritative parliamental products and the state of the programment intends to issue a White Paper this month outlining terms and conditions for commercial tele. Official government policy, as outlined at the recent Tory party conference, calls for the establishment of a new public corporation with the state holding a 51% framental interest.

Time will be sold to advertises in between programs, but they will have no say in the choice of material. This will be decided by an independent management committee which will, it is assumed, be responsible to the Post Master General. The PMG in turn, will be responsible for the activities of the corp. to Parliament.

RANK WILL PRODUCE SCOPE LENS, SCREENS

London, Nov. 3.
The J. Arthur Rank Organization is going into big scale production of the CinemaScope ansmorphic lens and the Miracle Mirror
screens. A deal was confirmed last
work via which one of the Perk

screens. A deal was confirmed last week via which one of the Rank subsidiaries, British Optical and Precision Engineers, will undertake the manufacture.

Distribution of the Jenses and screens will be through another Rank subsidiary, C. B. Kalee, which will also handle stereophonic sound equipment. One of the BOPE toppers has just returned from the C. S. where he studied production of the CinemaScope screens.

Other Foreign News on Pages 15 and 16

West End Brisk; 'Rob Roy' Rousing \$10,000 in 6 Days, 'Everest' Lofty \$12,500, 2d, 'Space' Sock 8½G, 6th

First TV in Austria by '54 Washington, Nov. 10.

television station in operation by television station in operation by the fall of 1954, according to word received here. Until recently, the Soviet rep on the Allied Council refused to approve Austrian opera-tion of ultra-shortwave transmit-ters, which prevented TV.

Ban has been lifted and the first transmitter will be erected at Kahlenberg, near Vienna. There will be a long period of test broad-casts to study technical difficulties caused by the mountainous region.

Mex, Cuban Hassle Over Biopic Ended

larly stage, radlo and nitery, have resumed fraternalism with the patching of the rift over producing a biopic of Jose Marti, Cuban liberator, Row brought a threat that the Mexican Actors Union would engineer deportation of all Cuban entertainers by boycotting them and making them subject to

ousting as undesirable allens.
Threat was provoked by the Cu-Threat was provided by the Caban Actors Union's move to bar all Mexican entertainers. Trouble stemmed from the Cubans resembled to the produced by Mexicans but with Cuban government coin and sans Cubans in the

Peace resulted from the phone talk Felipe Subervielle, pie's producer, here had with Dr. Francisco Ielazo, Cuban union prexy, in Hayana. New deal changes pie's title from "Jose Warti" to "The White Rose, Episades in the Life of Jose Marti," and allows Raquel Deputition and Chen Caluma. Co. Jose Marti," and allows Raquel Revueltas and Gina Cabrera, Cu-bans, to have important rules, Ro-berta Canedo, top romanie Mexi-can actor, is retained in the tible role. Some sequences will be funde in Cuba, Reported that Gen. Fel. in Ciba Reported that Gett. Fig. gencia Batista, Cuban Prevident, ordered the film financed to the extent of \$200,000 Cuban govern-ment coin upon the condition that part of profits provide a stage thonoring Marti in Cuba's lone pic studio in Havana.

Pic Producer-Engineer New Head of Austrian Theatres: Hilbert Out

former Austrian Chancellor Leopold Figl, has been appointed to of Austrian State Theatres, succeeding Dr. Egon Hilbert Hilbert resigned in a flurry of charges and countercharges after running the state stages (two legit houses and two operas) since the war's end in 1945.

end in 1945.

Marboc, an engineer, has been employed in the press section of the Federal Chancellory for sectral years. He is author of the government-sponsored. "Austria Book," a semi-official guide and haudbook of Austria. In 1952, he co-authored and produced the film "I April 2,000." financed by the government and designed to demonstrate the injustice of, Jurther Allied occupation of Austria.

The film played to mild returns

The film played to mild returns here and in Germany. To date it has returned only a Traction of its above-normal cost to government

above-normal cost to government treasury.

Reports of strikes by State Theatre personnel over the Hil-bert firing have subsided. Artistic affairs were quiet when Marboe took over Nov. 1.

London, Nov. 3.
First-run biz continues brish
with most theatres still attracting
above average takes. Significant
ls, seven of the current West Enc. programs comprise British pix and, with only one exception, these have done strong trade.

With the advantage of the Royal ommand publicity, "Rob Roy" Command publicity, "Rob Roy" stayed on at the Odeon, Leicester Command publicity. "Rob Roy" stayed on at the Odeon Leicester Square, to gross a resounding \$10.-600 in its first six days. "The Conguest of Everest," which also benefitted by a Royal preem, was over topes with a smash \$11.800 opening round at the Warner, Second week looks like \$12.500.

British Llon's "The Intruder" is also doing strong biz at he Empire with \$11.000 in third frame. "Personal Affair," also British-made for Rank, is also above average with \$2.300 in second session Leicester Square Theatre.

Heading the holdover trade is Universal's flun, "It Came From Outer Space," with a smash \$8.500 in its sixth frame. "The Caddy" slapes good \$7.000 in Its second Plaza stanza and "Moulin Rouge" holds steadly with \$2.250 in its 2nd round at the flitz.

Estimates for Las Week
Carlton (Par) (1.128; 55.\$1,70)—
"Heart of Matter" (BI), (24-final

Estimates for Las Week
Carlton (Par) (1,128) 55-\$1.70)—
Web and the Matter" (BL) (2d-final wk). Below expectations with sround \$4,800 "Julius Caesar" (M-G) preems Nov. 5.

Empire (M-G) (2,099) 55-\$1.70)—
"The Intruder" (BL) (3d-final wk). Heading for strong \$11,000 after fine \$12,600 in second frame. "Moramlo" (M-G) opens Nov. 6.
Gaumont (CMA) (1,500-\$1.70)—
"Back to God's Country" (GFD), and "Veils of Bagdad" (GFD) (3d-final wk) Okay near \$4,500 after average \$5,300 in second week, "A Day to Remember" (G*D), bows Nov 5.

Leicester Square Theatre (CMA) (1,73)—50-\$1,70)—"Personal Af-

bows Nov 5
Leicester Square Theatre (CMA)
(1.753; 50-\$1.70) — "Personal Af-tar" (GPD) (2d wk) Likely will
htt.good \$6.300 after \$7.700 open-ing round. "Here To Eternity"
(Col.) preems Nov. 12
London Pavillon (UA) (1.217-50-\$1.70) — "Came From Onter Space" (GFD) and "Lae After Dark" (GFD) (6th wk). A consist-ent smash draw with great \$8.500 fikely thes stanza after \$9.700 fifth cound. Stavs inclef.
Odeon, Leicester Square (CMA) (2.200; 50-\$1.70) — Rob. Roy" (4RKO). After its Royal Commond meem last Monday 26 staved on to get handsome \$10,000 in suc-

4RKO⁺ Affer its Royal Comp preem last Monday (26) street to get handsome \$10,000 in-ceeding 6 days. Stays another 1 might before misking way for 5 Robe⁺ (200h) Nov. 19

outh before making way to The Robe '200th Nov 19 Odeon, Marble Arch (CMA) (2-200; 50-\$1.70) — "Albert, R.N." (Ejost and "Love in Dawn" (Eros) 3d wkt. Holding up nicely with \$100 second week, "Second Chance" (IRKO) follows in flat version Nov. 5

ARKO follows in flat version Nov 5
Plaza (P.ar) (1.692; 70-\$1.70; —
The Caddy" (Par) (2d wk) Finished second frame at good \$7.000.
Stays a third round with "Here Come Girls" (Par) opening Nov. 7.
Rialto (L.FP) (592; 50-\$1.30; —
Androcles and the Lion" (RKO) (2d wk). Holding at solid \$3.200.
Continues.

Ritz M-G) (432; 30-\$2.15; —
"Moulin Rouge" (IFD) (23d wk).
Still doing nicely with \$2.300 this frame. Continues.

Warner (WB) (1.735; 50-\$1.70) —
"Connuest of Everest" (BL) (2d wk). Above hopes with second week running ahead of opening stanza. Looks big \$12.500 after \$11.800 opener. Holds again.

Aussie Show Biz Taxes Up in Third Quarter

Sydney. Nov. 3.
The Australian government's entertainment tax receipts for the three months ended Sept. 30, 1953, totaled \$3, 759,800, which is \$228,800 more than in the corresponding period last year.

Receipts covered all types of entertainment, from horse racing to opera. No breakdown into various categories is available, but the hiked total obviously indicates a solid upbeat in the film biz, since each year it provides some 64% of all collections.



16 STAGES AT PAR CURRENTLY JAMMED

Hollywood, Nov. 3.

For the first time in a year the Paramount studio is cramped for stage space. With plenty of room on other major lots, Par's 16 stages are crowded with five films in work and others in the process of set construction.

Currently filming are "About Mrs. Leslie," "White Christmas," "Sabrina Fair," "Legend of the Incas" and "Living It Up."

NO PRODUCT SHORTAGE WITH PARAMOUNT!



French Govt. Film Unit to Lend Aid To Latest 3-D, Widescreen Techniques

Paris, Nov. 3.

Jacques Flaud, prexy of the Cente National Du Cinema, says that the CNC is behind all possible aid to French inventors and exhibitors desiring to convert their houses to widescreen and 3-D. He saim that the CNC would finance all French inventors who had worthwhile entries in both the 3-D and panoranic fields. Many new processes have fields. Many new processes have been advanced since the advent of widescreen 3-D and the Scope

Already up for scrutiny are two anamorphoscopic processes, one being 3-D, another a polyvision affair and a couple of 3-D schemes which can take any flat film and project it in 3-D with a special lens on the projector and glasses for the audience.

Flaud also stated that the forth-coming Technicolor lab to be built in France was under consideration by the Ministry here. The author-teation has not been officially forth-coming yet, but it is felt it will be set soon. U. S. interest will be 50% and will include material and financial support, while the French side will give the real estate build-ing, labor and general upkeep. A special society has been set up, "Societe Des Etudes D'Impressions En Couleurs," for raising the need-ed capital.

Meanwhile color production is rapidly growing here. The wide-screen appearance of "Sangaree" (Par) is doing a hefty biz and shows the interest here in wide-

Union Control of Mex Film Bank Urged By Labor Exec as Big Aid

Mexico City, Nov. 3.

The best and the only way to run
the film biz is to place its unionized heip in charge of it via having
them control the trade's own bank,
the Banco Nacional Cinematografico. This idea was expressed by
Pedro Tellez Vargas, secretary
general of Local No. 1 (cinema and
office workers) of the National
Cinematographic Industry Workers Union, at the dinner it tendered
execs of the players' local, the Picture Production Workers Union.
He also said that the pic indus-

He also said that the pic industry would be so much better off its labor ran the City Amusements Supervision Department, which insists that exhibitors give patrons specs for 3-D plx gratis, and insists that 46c be the maximum charge for any film here.

Vargas' plan, which he did not outline other than asserting that it will end monopolies in the in-dustry, was cheered.

MEX BOY SINGING GROUP SET FOR 1ST U.S. TOUR

Mexico City, Nov. 3.

Mexico City, Nov. 3.
The Singing Boys of Mexico, founded and conducted by Romano Picutti, will tour the U.S. for the first time, covering 16 states in January-February. Group comes from the oldest conservatory of music in Mexico, and is first major Mexican group to tour the U.S. It will appear in N.Y., at Town Hall, Feb. 6, 54.
Tour in America is being man-

Tour in America is being managed by National Concert & Adists Corp.

1st Film Defaulters In Britain Climb Sharply

London, Nov. 3.
After a steady decline in previts years, there was a marked uping in 1952 in the number of
efaulting exhibitors on first featree quota. Altogether 1.042 thetrees falled to meet the 30% Brith film obligation in the year end1 Sept. 30, 1952, whereas the total
the previous year amounted only
771.

Alhambra in Glasgow To Howard & Wyndham Glasgow, Nov. 3.

Glasgow. Nov. 3.

Howard & Wyndham, Ltd., which controls a Britain-wide chain of legit houses, has bought control of the Alhambra, largest legit theatre here. This gives it control of three major city theatres, the company already owning the King's and Theatre Royal here. The Howard & Wyndham offer has been accepted by more than 95% of the shareholders. Alhambra directors recommended that the bid be accepted, pointing out that while receipts this year have risen, the estimated net profit has gone down.

down.

Biggest single shareholder was
Moss Empires. Ltd., whose chairman, Prince Littler, is also chairman of Howard and Wyndham.
Change of control will mean bigr stage productions for the Al-imbra, including the possibility British preems of U. S. musicals.

Lisbon Fall Film Season Opens Big

Lisbon, Nov. 3.

The 1953-54 cinema season opened here with a boom, all cinemas reporting good to capacity biz. The S. Luiz cinema has been refurbished and reopened with "Brigante Musolino," an Italian pic. Owner Artigao Ramos has delayed installing widescreen because he could not get needed dollar allowances.

The Capitolio, now run by new distributing firm of Lusomundo, did SRO with "War of Worlds" (Par). The Imperio has reopened with "Greatest Show on Earth," again a hit here. Imperio planned "House of Wax" (WB) for November, but the censors are holding up approval of pic, which they rate too horrifying.

Ribeiro Belga and Joaquim Braz. managers of Doper Films and Tal-

Ribeiro Belga and Joaquim Braz.
managers of Doper Films and Talma Films, are celebrating their 10
years of association with Universal-International via a gala show
at the Monumental and "Mississippi Gambler" as its solid entry.
About 50% of the Hollywood
films being offered for the coming
season are tinters, since color has
proved very popular with local audiences. Technical difficulties of
3-D pix and the expense involved
have convinced varlous first-runs
to shelve their three-dimensional
plans. The Eden, however, has
bought a new screen in England.
It opened the season with "Bwana
Devil" (UA), and biz has been
good.

good.
Filmes Castello Lopes, representing Republic and owners of the
Cinema Condes, opened with John
Ford's "Rio Grande," dolng SRO,
especially at the afternoon shows.

Taxes, Backstage Costs Slough Dublin Vaude

Dublin, Nov. 10.

Despite the plea to the government by Theatre Workers Union to boost tax refunds for playing partlive shows at Capitol here, the Finance Minister nixed the plea and the house ended its stage policy. It is understood that the Capitol would have carried on its vaudefilm policy if the tax refund was made 50%. Increased costs, particularly backstage, caused the shutdown, House has now switched to all-films, opening with "Shane" (Par), and is doing big biz. Most of orchestra at the Cap has switched to dance bands. The regular line has been signed for pantomime at the Olympia. Acts were usually locals on long-term stints.

Irish Cinemas' Profit Off

Col to Handle 'Slade'

In 2 Foreign Markets
Columbia Pictures will release
Allied Artists' "Jack Slade" in
metropolitan France and North
Africa, AA foreign dept, exec Willam Satori disclosed last week.
"Slade" is the fifth AA film to
be so handled. Previously "Aladdin and Lamp," "Ft, Vengeance,"
"Flat Top" and "Torpedo Alley"
were distributed by Col in certain
overseas countries.

Argentina Music-Hungry Despite Orch Concerts Morning, Noon, Nights

People of Argentina are music hungry, largely the longhair variety, according to Hans Schwieger, conductor of the Kansas City Philarmonic, who returned recently from a series of guest shots batonning the State Radio Orchestra in Bucnos Aires.

Bucnos Aires.

It is not unusual to have three orch concerts in one day, morning, afternoon and evening, he said. The city has five symphony orchs, and a number of operas in addition. All play to capacity or near capacity houses, the maestro added. The growing interest in classical music has sprung up within the past few years, possibly within the last decade. And it is sparked by terrific enthusiasm—choruses of bravos at concerts, receptions, fan mail. The enthusiasm also encompasses virtually all music, modern as well as traditional, Schwieger said.

said.

While in S. A., Schwieger was invited to guest conduct a Lima, Peru, orch, but passed it up to return horse for the impending season, which opens here Nov. 4-5. He has been invited to return to Argentina next season to guest with the State Orchestra of Buenos Aires.

ITALY BISTROS GO BOP. **GIVING OUT WITH JAZZ**

Washington, Nov. 10.

Washington, Nov. 10.

Italian bistro music is going bop, reports Barnee Breeskin, maestro of the Shureham Hotel's Blue Room Orch, who was recently in Italy as a colonel in the Civil Air Patrol.

"Italian musicians." he notified Local 161 of the AFM, "having taken up swing music and with their thorough conservatory background and technique, are giving

taken up swing music and with their thorough conservatory back-ground and technique, are giving the Italian public a dose of good American Jazz that would make 52nd Street, in New York, sit up and take notice.

"I sat in the dignified D'Angelo Restaurant in upper Naples, ex-pecting to hear a little string nu-sic. Instead, a five-piece combo-sax, violin, piano, drums and bass—gets on the stand and gives out with one of Stan Kenton's latest. Jumping up, I ran over to the band, anticipating to meet a few American GIs who had stayed be-hind after the last war, but found myself trying to talk to five Ital-

hind after the last war, but found myself trying to talk to five Italians from Florence who couldn't speak a word of English. But they could really play.

"I found this sort of thing prevalent in Capri, Milan, Florence, Land in Cortina, up in the Alps. Italy of 1953 is swinging out. I brought back several Italian dance tunes that are popular there now and they are really good. Radio and television have changed a few things around and you can watch out for the Italian trend in popular music."

Brit. Get 'Scope Lens Cheaper Than Yanks London, Nov. 3.

London, Nov. 3.

The asking price for the CinemaScope anamorphic lens is to be
lower in Britain than in the U. S.
Under the recently announced
manufacture deal with the J.
Arthur Rank Organization, British
Optical and Precision Engineers,
the company subsid, is offering the
lens at \$1.540, exclusive of mounting brackets. This is the projection
focal-length lens which costs \$1,800
in America.

So far, the Board of Trade has of determined what legal action, any, should be taken against desulters but a preliminary session the Fine Council Subcommittee as held last week to examine the fustion. In the previous year the board of Trade instituted legal coreedings in 10 eases, of which it were successful.

ITISN CINEMAS FYONE UNITED TO FINE DESCRIPTION OF TRADE IN 1981-82. In 1981-82 to 19

In 2 Foreign Markets U.S. Major Cos. Released Only 54 Pix In Japan During 1st Half of Year

Mills Circus Winds Up Tour, Preps Xmas Prod. London, Nov.

London, Nov. 3.

Bertram Mills Circus is winding up its seven-month tour of England and Scotland, and is moving into its winter quarters at Ascot to start rehearsals on the annual Christmas production at Olympia. For the second consecutive year, there will again be three major circuses in London during the Christmas season. In addition to the Mills production, there will be the Tom Arnold Circus at Harringay Arena while Jack Hylton is again taking over the Earls Court ground.

CEA Loads For New Tax Drive

Ammunition for a new admission tax compaign is being collected by the Cinematograph Exhibitors Assn. At a recent general council session, it was agreed to circulate a questionaire to selected theatre owners for certain data to be supplied under a pledge of secrecy. This is designed to enable the association to form an overall picture of the industry covering full operations.

The exhibs are working in close

full operations.

The exhibs are working in close cooperation with other major trade associations and are advising them of all steps in the campaign. At subsequent date, they will invite their support so the whole lindustry can proceed on a united front Meantime, provincial branches of the CEA are being urged to hold themselves in readiness to start work on the campaign once the plan is finalized.

Present level of the admission

plan is finalized.

Present level of the admission tax, which runs at around 40% of the total boxoffice gross, involves an annual contribution to the Exchequer of over \$280,000,000 Last year the Industry went forward with a relief plan which would have cost the government \$30,000,000. This was turned down but the Chancellor was forced, in subsequent debate, to promise priority consideration for the industry next consideration for the industry next year if the situation does not improve.

Since that time, the Arthur Rank group has published its re-sults, showing a record gross pro-tice of over \$18,934,900 after pay-ment of an admission tax contribu-tion of more than \$31,000,000 Ex-hibition earnings a tion of more than \$31,000,000 Exhibition earnings, however, were down on the previous year and Rank warned the government that unless there was tax relief torth-coming, he would be forced to close some theatres as 236 of his 550 houses wound up with a loss

'Robe' to Day-Date In 8 British Provincials

London, Nov. 3

London, Nov. 3.

Plans for the roadshowing of "The Robe" were finalized by 20th-Fox last week. The first CinemaScope pic will open day-date in eight provincial Odeon first-runs. It has its London preem at the Odeon, Lenester Square, on Nov. 19.

Situations selected for the control of the co

Situations selected for the pro-vincial screenings are Buming-ham, Manchester, Liverpool, Leeds, Newcastle, Glasgow, Brigh-ton and Cardiff.

Rep-Jap Film Cooking

Republic - International pre Richard Alfschiler, currently I Japan, is reported to be workla-out details of a joint production deal with Sesue Hayakawa

An American director, two US stars and two Japanese toppers, it is reported, will work together on a Technicolor production to be

the end of the war. Previous indicto-to-operative efforts have received scant praise from erix and have failed badly at the b.o.

Tokyo, Nov. 3.

A total of 77 foreign films were released in Japan during the first six months of the current fiscal year tending in September). This was 37% of the quota of 208 authorized for import in the full year. The 10 U.S. majors, which released 54 pix, carned a little more than \$3,000,000 for the half-year, an aggregate 20% rise over the corresponding period last year. Nine U.S. indie films were released, six British, five French and three Italian were also shown.

Paramount led the majors in gross carnings with \$1.677,000 from cight films, half of its annual anota of 16. Earnings of the top U.S. distributors from the half-year releases follow (figures in brackets show year's quota; those not bracketed indicate number released during first six months.

Metro, 9 (17), \$1.637,000; WB, 8 (14), \$1.440,000; 20th-Fox, 7 (15), \$1.102,000; RKO, 6 (12), \$876,000; Universal 5 (12), \$315,000; Columbia, 5 (11), \$611,000; Republic, 2 (10), \$367,000; Unived Artists, 3 (3), \$315,000; and Allied Artists, 2 (6), \$18,000.

478 Pix, 190 From U.S., Set for '53-'54 Season In W. German Cinemas

Berlin, Nov. 3.

The nearly complete list of film productions for the West German season of 1953-54 consists of 478 season of 1953-54 consists of 478 films, surpassing last season's 422 pix by 12". Of the 478 films, 190 or about 40"c are American as compared with last year 188 or 44½". West Germany will offer 147 films or more than 31"c, surpassing last season by 6". France has 51 films, Italy 43, Encland and Austria 16 pix each while 15 productions from other countries.

countries.

The lineup of the leading Holly-wood distribs is as follows: Columbia 41 (including six German films and one Austran product); Fox 27. Metro 19. Paramount, 20; Months and Austrian products, and one Austrian products, 27. Metro 19. Paramount, 20; RKO, 19. Guelding one German film, Warners, 20, and Universal, 27. In addition, a number of German distribs will bring in 30 U.S. ture pix succed films, 129 are and 21

lecture pix
Of the announced films, 129 are
in color, 85 from America and 21
indiventade plus eight 3-D pix
More than 112 of the lotal announced films have already been
released in Germany

ACT AGAIN BLASTS FOREIGN PIX DUBBING

FUKEIGN PIX DUBBING

London, Nov. 3.

A renewed instruction to laboratory technicians not to process foreign if ms which have been dubbed into English abroad has been issued by the Assn. of Cine Technicians. The union claims that many of its members have lost work by reason of dubbing abroad, and that no such comparable work on English pix has been undertaken in this country.

About 15 months ago, the union protested the absence of British protection similar to that existing in most. Continental countries, which forbids a dubbed foreign film to be shown in their own country.

which forbids a dibbed fareign film to be shown in their own country unless it had been dubbed there. As a result, last August the union apposed an embargo on the process-ing of a number of films. Subsequently, as a result of rep-resentations from companies con-cerned, the union reviewed this

cerned, the union reviewed this policy but nothing emerged to jus-tify a change of view. It's claimed there have been 17 foreign films dubbed into English abroad since the beginning of last year.

Mull Quota for British Pix on Sponsored TV

Quota for British films on TV, if and when sponsorship comes to British, is already being mulled, Idea was discussed recently on an official level by industry members who are serving on a special sub-committee of the Films Comeil.

Proposal was supported in principle, but further meetings are set before any policy is submitted to the government.

State Legit Walkout Ends in Paris **But New Problems Loom For Future**

Parls, Nov. 10.

The three-week lockout at the four state-subsidized legit houses here, the two Comedie-Francaise theatres, the Opera and the Opera-Comique, ended here this week, the houses being set to reopen tomorrow (Wed.). The lockout, caused by a strike of the C-F set hangers at the preers of "Marriage in Mourning," took these important legiters out of circulation at the height of the new season.

Negotlations went on continue.

the height of the new season.

Negotlations went on continuously between the reps of the various theatrical syndicates and those of the Ministry of Beaux Arts headed by Jacques Jaujard, director of Arts and Lettres. Demands for raises and shorter hours will be held in abeyance while question is thoroughly studied by both sides. The state legit walkout did not spread to other houses.

Other difficulties are springing

spread to other houses.

Other difficulties are springing up in the wake of this crisis. Jean Vilar, head of the subsidized Theatre National Populaire, which was closed during the trouble, has sent an ultimatum to the Ministry of Beaux Arts in reopening with his troupe at the Palais De Choillot this week. Vilar said that it would be beneath his dignity to ask for a renewal of his contract as head of the TNP, which runs out in January. Vilar has been in constant friction with various government figures for some time.

Another difficulty is budgetary

Another difficulty is budgetary trouble. It is felt that the Opera-Comique is menaced by complete shuttering due to a proposed cut in the '54 budget by \$750,000.

MEX PRODUCERS BALK AT 3-D AS TOO COSTLY

Mexico City, Nov .3.

Mexico City, Nov. 3.

The 1953 strike-ridden Mexicanfilm industry has another walkout
on its lands. Producers have called
a "strike" against making 3-D films
as long as the local City Amusements supervision department insists that exhibitors provide patrons with spectacles gratis. Early
test summer shoutly after 3-D last summer, shortly after 3-D bowed down here, the department ordered that all tri-dimensional pie viewers must have a brand new pair of peepers and that cinemas must give the goggles.

must give the goggles.

Because spees cost exhibs 17e each and the department still returnes to allow them to charge more than the maximum of 46e admission, playing these pix is barely profitable. Profit is so small the striking producers can't see any reason for making such pix under present conditions. Strike against 3-D production was strengthened by the department's again rejecting local exhib request for 58e to 69e for 3-D shows.

Reds Try to Stir Up Brazil Vs. Yank Pix

Washington, Nov. 10.

Russians are trying to stir up the Brazilians against Hollywood by phony claims that Americans are buying into the Brazilian film industry with a view to wrecking

Radio Moscow last week beamed

Radio Moscow last week beamed a Portuguese language broadcast to Brazil. The Commie commen-tator said:

"A Brazilian film recently won an award at the Cannes Film Fes-tival and another was a consider-able success at the Venice Festival. Hollywood producers who have their largest market in Brazil, after the United States a complete lie) have been alarmed at the success of the Brazilian films.

Scot Choristers Scarce

Glasgow, Nov. 3.

\$3,300,000 For 'Scope

\$3,300,000 For 'Scope Sydney, Nov. 3.

Hoyts Theatres will spend \$3,300,000 next year to install CinemaScope in its key houses Down Under, according to director Ernest Turnbull, who also is chairman of 20th-Fox here. Hoyts operates 185 theatres. Conversion of first house, the Sydney Regent, is well under way. Equipment in each theatre will cost around \$44,000.

Most of Hoyts' \$3,300,000 investment will be spent locally, as supply houses and screen manufacturers begin producing 'Scope gear.

German Films Gain More Favor in Berlin; U.S. Playdates 23%

West Berlin turned out to be a lucrative outlet for domestic films last September, with 50.4% of playing time being captured by German pix that month. Hollywood pix got only 23.1% of playdates. German films are currently also dominating the preem houses here, six of the 10 big cinemas in the Kurfuerstendamm area playing local films and three showing U. S. pix.

cal films and three showing U. S. pix.

One house has "Return of Don Camillo," Franco-Italian product. American films currently running here are "Four Poster" (Col), "Shane" (Par) and "Anna Karenina" (M-G) (reissue).

Trend in film boxoffice popularity in West Germany's eight most important key cities, including West Berlin, in September also showed a loss by American and a ing West Berlin, in September also showed a loss by American and a big gain by German pix. For the first time, U, S. films dropped be-low the 30% mark, registering only 29.3% of playdates, while German features reached an all-time high with 44.9% of playdates. One year ago American pictures had 39.9% and domestic films 31.8% of dates.

Hot Dogs

charge for the portable equipment plus a 50-50 division of the gross, Simulated Grandstand Portable unit, made by the Snagler Co., was placed in the center of the orchestra mounted on a plank covering two scats. According to Stern, it blocked the view of the scats only directly behind and did not affect the vision of those in the rear of the orchestra and in line with the unit. Stern said the picture was good "considering the dull day in Philadelphia." He described the audience reaction as "enthusiastic" and was pleased by the extra concession business, noting that he had allowed the sale of ice cream and hot dogs for the first time.

Event also garnered considerable space on the sports pages of the local newspapers, with columnists on the Elizabeth Journal, Newark News and Newark Star-Ledger devoting their full space to pre-game yarns on the local telecast.

In general, biz was sporadic for the contest which emanated from Franklin Field, Philadelphia. One theatre operator said it depended on local interest and declared the telegasting of games on a regional basis "would be a great improvement." In Philly, for example, where the actual contest was sold out, the Stanley Theatre grossed a socko \$2,500, with 2,000 out of 2,900 seats occupied. In contrast, the 2,800-seat Stanley Theatre in Baltimore drew only 500 customers for a gross of about \$600.

This Saturday (14) BOTV has In general, biz was sporadic for

Glasgow, Nov. 3.

Many chorines are giving up thow biz because they want to go dancing with their boy friends at rights. This is creating a steady depletion in number of fenimes for electric jobs.

"Being a chorus girl ties them in at nights." said May Moxon, producer of chorines. "They want to join their friends at dance halls of the cinema, quite a change from 10 or 15 years ago. If you advertised for stage dancers then, you would get at least a 100 candidates. Nowadays you are lucky if you get one."

Hylton's 'Racket' Due

In London This Week
London, Nov. 10.
Jack Hylton moves into the Palace Theatre this week, within a few days after closing of "The Glorious Years," with the Arthur Askey farce, "The Love Racket."
The current production folded because Anna Neagle is wanted for a film version of the British musical. The new Hylton show is expected to open Nov. 12.

British Cinema Patronage Tops Previous 6 Mos.

London, Nov. 3.
An upward trend in boxoffice admissions during the second quarter of this year, March 29 to June 27, is recorded in the latest Board of missions during the second quarter of this year, March 29 to June 27, is recorded in the latest Board of Trade survey of the British picture industry. Total number of tickets sold was 323.545.000, less than 1% below the total for the second quarter of 1952, but an improvement over the previous two quarters when admissions were running at a rate of 5% and 6% below those of the corresponding quarter of the year before.

Moreover, the total was only 1.5% down on the first quarter of the year, whereas in previous years there had been a substantial drop between the first and second periods. In 1950, the difference was as high as 7.9% but it dropped to 5.5% last year.

Gross boxoffice receipts of \$76.692.000 were 7% higher than those of the second quarter of 1952 and 1.5% off from the first three months this year. Average admission prices remained constant at around 23e.

After payment to the Eady Fund, not receipts totalled \$8435.000.

After payment to the Eady Fund, net receipts totalled \$48,356,000. Film hire accounted for 35% of the total, leaving exhibs with \$31,-421,600

421,600. The BOT analysis deals with film distribution for the first half of the year, and shows that film rent als amounted to \$33,280,800 of which \$10,301,200 was earned by

which \$10.301,200 was earned by British films.

During the second quarter, 4,533 theatres involved in the survey contributed \$26,409,600 in admission tax and paid over \$1.926,400 to the Eady pool. They also paid \$16,931,600 in film hire.

Scets Okay 'Rob Roy'

Glasgow, Nov. 3.

Auld Lang Syne reaction to Walt
Disney's "Rob Roy," honored at
the Royal Film Performance, is the Royal Film Performance, is generally favorable, although several crix say that acting performances are dwarfed by the magnificent Scot scenery. Scottish Daily Record describes it as "a tale as braw, bonny and fascifating as any yet filmed in Scotland. . . . But somehow the scenery dominates the picture and dwarfs the stars." Daily Scotsman acclaims "Rob Roy" as liveliest of all pix seen at a Royal Film Performance.

Current London Shows

London, Nov. 10.

(Figures denote premiere dates)
Afiars of Sirate, Cambridge 18 21-522,
Afiars of Sirate, Cambridge 18 21-523,
Aris Shoestring, Royal Ct. 44-22-533.
Aris Shoestring, Royal Ct. 42-22-533.
Androny and Cleopatra, Princes (10 4-53),
Aren't We All, Haymarket (84-53),
As Long At Happy, Garrick (7-8-33)
Blind Man's Buff, St. Mart. (10-14-35),
As Long At Happy, Garrick (7-8-33)
Blind Man's Buff, St. Mart. (10-14-35),
Champagne On Ice, Hipp (10-14-36-35),
Dear Charles, New (12-18-52),
Evil's General, Navo (9-24-53),
Folies Bergere, Pr. Wales (9-24-53),
Folies Bergere, Pr. Wales (9-24-53),
Folies Bergere, Pr. Wales (9-24-53),
Evily Charles, New (12-18-52),
Evil Man (10-14-53),
London Laughs, Adelphi (4-12-52),
Love From Judy, Saville (9-25-52),
Moon Is Blue, Duke, York (3-7-53),
Moon Is Blue, Duke, York (3-7-53),
Moon Is Blue, Duke, York (3-7-53),
Moon Haymarket (10-14-53),
Reluctant Her Stellen, tobe (6-14-53),
Reluctant Her Stellen, tobe (6-14-53),
Reluctant Her Stellen, (10-6-14-53),
Reluctant Her Stellen, (10-6-14-53),
Seeping Sprince, Phoenix (10-5-53),
Trial a Error, Vaude (9-17-53),
Wish You Were Mere, Cavino (10-16-53),
SCHEDULED OPENINGS

SCHEDULED OPENINGS

SCHEDULED OPENINGS

SCHEDULED OPENINGS Dance Dress, Embassy (11-17-53), Pygmalion, St. James' (11-19-53),

CLOSED LAST WEEK Bad Samaritan, Duchess (6:24-53), Four Winds, Phoenix (9:29-53), Glorious Days, Palace (2:28-53),

ton's 'Racket' Due In London This Week Madrid's Nightclub Biz Thriving; French, U.S. Tourists Hypo Take

Mexico Lifts Ban Vs. Brit. Pix Being Shown

Brit. Pix Being Shown

Mexico City, Nov. 3.

Exhibition of British films has been resumed on a big scale with the lifting of the screening ban imposed recently because London could not see Mexico's stand on a reciprocal "Image exhibition pact. Britain holds that a really good pic always does well without any kind of pressuring or agreement on showing product by the two countries.

Top biz which some Mexican pix have done recently in Great Pritain seemingly induced a halt to the exhibition ban on British films. Resumption, to good biz, was with "The Clouded Yellow," distributed in Mexico by Universal, at the swanky Real Cinema here.

Jap Ethics Board New Watchdog of Nationalist Pix; Reds Rap 'Eternity'

The Japanese Motion Picture
Assn.'s Code of Ethics Board has
recently established a set of criteria for examining future productions which have a military base
slant. The reviewers will insist that slant. The reviewers will insist may a pic featuring such bases will have no special political implication; will confirm that any scenes shot at or near bases have been authorized by the U.S. government and that American personnel ap-pearing in the films will have been cleared by the U.S. embassy. It also will insist that any excessive stimulation of national' feelings, both domestic and foreign, be avoided.

Meanwhile, Japanese meanwhile, Japanese "lettish" crix have attacked "From Here to Eternity," recently opened here as neither "anti-war nor anti-army." The Shakai Times cric expressed disappointment in the film, saying that it was not what he expected.

The Asahi Newspaper, not leftish, critic also commented on this aspect of the film, saying that "the picture seems to be ridiculing the American Army. However, this is why American film producers are said to be the most clever in propaganda — that is, with such apparent appearance, the picture actually boosts morale. In other words, in spite of the daring delineation of the inside workings of the Army, the final conclusion must be that the Army is not criticized adversely." The Asahi Newspaper, not left-

Few Gangster Pix

Leeds, Eng., Nov. 3.

There is too nuch loose talk about the harm done by gangster pix, according to Jack X. Prendergast, a leading exhibitor here. He told a meeting of exhibs that an important person at a recent meeting in London had talked of the "lundreds of gangster films" ing in London had talked of "hundreds of gangster turned out. The facts were films

there were probably not 20 such films in a year.

Several exhibs said that some TV material, if screened in the cinemas, would get the latter into serious trouble with the author-ities.

'Shane' Tops Japan

"Shane" (Par) broke the boxoffice record held in Osaka by the same distrib's "Greatest Show On Earth" with a 19-day roadshow gross of \$90,000.
"Show" grossed soo occ.

"Show" grossed \$88,000 also in 19 days there.

Tucker Set for Rep's 'Glen'
Inverness, Scotland, Nov. 3.
Forrest Tucker is set as male star opposite Margaret Lockwood in the new Herhert Wilcox-Republic pic, "Trouble in the Glen," set for outdoor lensing in Glen Afric near here. Film is based on the Scottish story by novelist Maurice Walsh. Tucker recently starred with Margaret Lockwood in Laughing Anne. 'Greatest Show' (Par), \$80,000. 'Greatest Show' (Par), \$80,000. 'Greatest Show' (WB), \$77.000. 'Greatest Show' (WB), \$77.000. 'Greatest Show' (WB), \$77.000. 'Greatest Show' (WB), \$66,000. 'Detant Drums' (WB), \$66,000. 'Detant Drums' (WB), \$66,000. 'Show' (Greatest Show') (Greatest Show') (Greatest Show') (Greatest Show'), \$66,000. 'Detant Drums' (WB), \$66,000. 'Detant Drums' (WB), \$66,000. 'Detant Drums' (WB), \$66,000. 'Show' (Greatest Show') (Greatest Show'), \$66,000. 'Greatest Show') (Greatest Show'), \$66,000. 'Greatest Show'), \$66,000. 'Greatest Show' (GRO), \$50,000. 'Detant Drums' (GRO), \$50,000. 'Show') (Greatest Show'), \$66,000. 'Greatest Show'), \$66,000. 'Greatest Show', \$66,000. 'Gr

Madrid, Nov. 3.

Tourists, especially French and American, nightly fill the score of firstclass cabarets and dance halls now open here. Special, shows have been put on in every night spot to meet this unforseen upbeat in trade. The Casablanca, largest in Madrid, has reopened with The Veronas, Ballet Monra and the Raul Abril and the Cubanacan Boys bands. The Passapoga has the Ballet Alarla, the Argentinian setup which toured the provinces last summer.

The Conga has the Conga band directed by Vasquez Andres and Carmen Santacruz. The Parritha Chantoosies Maruja Gallardo and Carmen Santacruz. The Parritha Recoleto has French singer Lily Bontemps and dancer Mary Nieves. The J. Hay is featuring the Roscoe Holder Caribbean dancers, Spanish ballet of Maria Roman, Trio Deleys, acro-dancers and Manolo Bell and Andres Moltas bands. The Via Rosa shows the Cinco Ternos, acrobats and the Ballet Vienes. The El Cortijo has singer Tamara Antequera.

El Morrocco reopened with a big show which includes the Esbot and Pocovi bands. The floor show is headed by Lynda White, an American singer, and the Lydia Moreno Ballet with Carlos Tajes.

PREDICT TECH LAB FOR AUSSIE IN 6 MONTHS

Sydney, Nov. 3.

Major distributors' biggest headache, the huge cost of importing color prints, will be solved by the establishment of a three-color process printing. establishment of a three-color process printing laboratory here. Just when it will become a reality is a bit vague. One industry leader predicts Technicolor prints will be made here within the next six months.

Meantime distribs see customs duty, primage, freight and insur-ance bills mounting to the point where import of all but the top-line tinters maybe economical un-

The constantly rising percentage of color pix from the U.S. has exchanges really worried.

A Technicolor lab here would hypo local production, too, it is believed. Presently, Aussie film-makers must fly footage to London for processing and printing, if they want a three-color job.

Actors' Orphanage Nets \$8,000 From Gala Show

Styuu From Gala Show

London, Nov. 3.

With a guest list resembling
Who's Who in the Theatre, the
Actors' Orphanage again raised'
over \$8.000 from their annual gala
at the Cafe de Paris, at which its
prexy, Noel Coward, was the cabaret star. Capacity was stretched
to accommodate almost 500 celebrities at \$15 per. Every major
performer of the British and
American theatre working in London turned out to support the
thespers' own charity.

As the Cafe de Paris management donated the dinners and
only retained the wine tabs, the
Actors' Orphanage netted everything from the sale of admission
tickets.

tickets.
For his 45-minute cabaret stint.
Coward mainly held to tried and
successful songs. One or two new
tunes were introed, but basically
the act varied little from his last
cabaret performance at the Cale
de Paris and from the previous
year's gala. There was also a
similarity about the ovation. It
was as resounding as ever.

'Vadis' Tops in So. Japan

Osaka, Nov. 3.
"Quo Vadis" (M-G) topped the list of the 10 biggest b.o. films shown in southern Japan during the period January to September, 1953. It earned \$140,000 with 21 dates.



BELOW:

SHE ASKED FOR IT IN 3-D!



FAITHFUL IN HER **FASHION IN 3-D!**



SHE HATES MEN IN 3-D!

TESTS PROVE 3-D GREAT FOR M-G-M's "KISS ME KATE" (In Glorious)

M-G-M conducted test engagements of "KISS ME KATE" in 6 cities, 3 engagements in 3-D-and 3 in flat. The purpose was to determine the comparative boxoffice power of the two versions.

The 3-D engagements were more successful by substantial percentages. Critics were unanimous on the 3-D success in the three test cities that used it. Typical review excerpts were:

"Kate's the Best 3-D Yet!"—Columbus Citizen in Front Page Review

"This 3-D is the best we have seen thus far!"

-Syracuse Herald Journal

"A fine screen translation of our favorite musical, finer in 3-D!" -Dallas Morning News

The picture was held over in 5 test spots. In the holdovers that played their first week flat, the second week was changed to 3-D.

Although the picture is available in both 3-D and flat, it is M-G-M's recommendation that all theatres so equipped present this picture to their patrons in 3-D for greatest boxoffice returns. YOU HAVEN'T SEEN 3-D UNTIL YOU'VE SEEN "KISS ME KATE"!

M-G-M presents "KISS ME KATE" starring KATHRYN GRAYSON · HOWARD KEEL · Ann Miller with Keenan Wynn · Bobby Van · James Whitmore · Kurt Kasznar · Bob Fosse · Tommy Rall · Screen Play by Dorothy Kingsley . Music and Lyrics by Cole Porter . Play by Samuel and Bella Spewach . Photographed in Ansco Color · Print by Technicolor · Directed by George Sidney · Produced by Jack Cummings

SAN FRANCISCO

Continued from page 9) k' flip Helped by sneak pre-to get fairly good \$15,000 in Last week, "Blowing Wild" and "Black Fury" (WB) (2d)

kers 49 get farrly good \$15,000 in 8 gbw Lasttweek, "Blowing Wild" WB; and "Black Fury" (WB) (2d vk; \$87.50 in 6 days; \$1.50 in 6.595 = 1, the Jury" (CA) and "Melba" (CA) (3d wk). Off to \$6.50 in 6 days; Last week, nice \$7.50 in 6 days.

\$7 000.

Stagedoor (A-R) (370; \$1-\$1.50—
"Is-grar's Opera" (UA) (4th wk).
Nice \$2.300. Last week, \$3,000.
Clay (Rosener) (400; \$1+"Faitien Tullip" (Indie) (7th wk).
Sock \$3 800. Last week, \$3,900.
Vogue (\$1.5. Theatres) (377; \$1\$1.20—"Simmer Of Happiness")
(Indie) (3d wk). Nice \$1,500. Last week, \$2,200.

'Ground' Sturdy \$10,500, Port.: 'Mogambo' 14G

Portland, Ore., Nov., 10,

Portland, Ore., Nov., 10.

After being bogged down by a
big batch of holdovers in recent
weeks, current session has several
new entries, all doing very well.

"Take High Ground" looms tall at
Liberty while "Big Heat" shapes
lotsy at the Broadway. "So Big"
is passably okay at Paramount.
Leader of new entries, however,
is "Mogambo" which smash session
at United Artists.

Estimates for This Week
Broadway (Parker) (1 800: 65-90)

Froatway (Parker) (1,890; 65-90)

"Big Heat" (Col) and "Combat squad" (Col). Hot \$9,000. Last (cek, "Little Boy Lost" (Par) (2d (k), \$7,700.

Guild (Parker) (400; \$1)—"Cruel ea" (U), Nice \$3,000 or near, Last eck, "Beggar's Opera" (WB) (2d k), \$1,500,

wk), \$1,500, Liberty (Hamrick) (1,875; 65-90) "Take High Ground" (M-C) and "Egypt By 3" (Indie), Tall \$10,500 or over, Last week, "Blowing Wild" (WB) 45 days) (2d wk), \$6,000, Oriental (Evergeen) (2,000; 90-\$125) — "Martin Luther" (Indie) (2d wk), \$turdy \$7,500, Last week, 000,000; 90-

\$8,500, Orphenm (Evergreen) (1,600; \$1.25-\$1.75) — "The Robe" (20th) (5th wk). Lotty \$16,000, Last week,

Paramount (Port-Par) 13,400; 65-90:—"So Big" (WB) and "Under-cover Agent" (Indie), Okay \$7,500. Last week, "Lion In Streets" (WB) and "Vicki" (20th) (4 days) (2d wk), \$2,600.

\$2.000.

United Artists (Parker) (890; 90-\$1.25) — "Mogambo" (M-G), Big \$14.000.

Last week, "Eternity" (Col) (8th wk), \$4.800.

BALTIMORE

Continued from page 8)

"Sins Of Jezebel" (AA), okay \$11. 1000 in 10 days. Little (Rappaport) (310: 25-90)— "Mr. Potts Goos To Moscow" (In day: Good \$4,200. Last week "Begen's Opera" (WB) (2d wk)

Reggar's Opera" (WB) (2d wk. 3300, Mayfair (Hicks) 4980; 25-70) — Elight Nusse" (Rep. Moderate 4700, Last week, "Sea Of Lost (108 - 109) — Robe" (2014) (3d wk), Smash (2015) (3d wk), Smash (2016) (3d wk), Smash (2016) (3d wk), Smash (2016) (3d wk), Smash (2016) (3d wk), Smash (2d wk), Smash

Town (Rappaport) (1.600; 35-80) "Marin Luther" (Indie) (2d wk) are \$9.500 after fancy \$11.800

TORONTO

(Continued from page 9)

(Continued from page 9)

"Aways a Bride" (Rank). Lish:
\$5.000 Last week, "The Juggler"
Col. 2d wk., same.
Imperial FP 3.373, 75-\$1.50—
The Robe" (20th) (3d wk). Hefty
\$37.000 Last week, \$40.000.
Loews (Loew) (2.096; 65-85—
Mogambo" (M-G) (2d wk). Lusty
\$15.000 Last week, \$22.000.

"Mogambo" (M-G) (2d wk). Lusty
\$15.000 Last week, \$22.000.

"Malta Story" (Rank). Fine \$15.000.
Last week, "Blueprint for Murder"
(20th). \$8.000.

"Sheas FP) (2.386; 75-\$1)—
"Elemitt" (Col)—Sth-final wk). Oke
\$9.500. Last week, \$11.000.

"Towne Taylor) (693; 75-\$1)—
"Gelbert & Sullivan" (Indie). (4th
Ne. Near capacity \$4.000. Last
Neek \$5.000.

Last week, \$1.000.

KANSAS CITY

(Continued from page 8)

Continued from page 8)

- "Vice Squad" (UA) and "The Actress" M-G. Slow \$8,000. Last week, "I, the Jury" (UA) and "Terror on Train" (UA), oke \$11,000.

Missouri (RKO) '2,650; 60-86) — "Appointment in Honduras" (RKO) and "Jennifer" (Indie), Dull \$5,000.

Last week, "So Big" (WB) and "Trail Blazers" (Indie), ditto.

Orpheum (Fox Midwest) (1,913; \$1-\$1.50 — "Robe" (20th) (6th wk).

Showing strong staying power, possibly topping last week at \$20,000, sock. Will hold. Last week, sibly topping last week at \$20,000, sock. Will hold. Last week, \$18.000.

Sla.000. Last week, "Sla.000. Paramount dTri-States) (1.900; 65-85)—"Blowing Wild" (WB). Hefty \$9,000. Last week, "Caddy" (Par) (2d wk). \$8,000. Tower, Uplown, Fairway, Granada (Fox Midwest) (2.100; 2.043; 700; 1.217; 65-85)—"Back to God's Country" (U) and "Affair Monte Carlo" (Indie). Fair \$11,000. Last week, "Golden Blade" (U) and "Stand At Apache River" (U), same.

Stand At Apacta Same. Vogue (Golden) (550; 65-85) — "Penny Princess" (U). Nice \$1,900, and may hold, Last week. "Leon-ardo DaVlnei" (Indie), \$1,700.

MONTREAL

(Continued from page 8)

"Redheads from page 8)
"Redheads from Seattle" (Par),
Mild \$9,000, Last week, "Gun Fury"
(UA), same.

Loew's (C.T.) (2,855; 55-85)—
"Eternity" (Col), Socko \$35,000,
Last week, "Roman Holiday" (Par)
(2d wk), \$18,000.

Imperial (C.T.) (1,839; 34-60)—
"Last Posse" (Col) and "Convicted
Woman" (Col), So-so \$8,000, Last
week, "Take Me Home" (U) and
"Out of Depths" (U), ditto,
Orpheum (C.T.) (1,048; 40-65)—
"Flame of Calculta" (Col) and
"U-Boat Prisoner" (Col), Average
\$8,000, Last week, "Invaders from
Mars" (20th) and "Wide Boy"
(20th) (2d wk), \$5,000.

PANORAMIC SCREENS A WOW TO LATINS

Theatres in Latin - American countries are installing wide-screens "as fast as they can get them." according to Loew's International chief Arthur Loew who just returned to New York from a below-the-border tour. Loew described the screens as the "panoramic" type, meaning the regular widescreen installations as distinguished from those required for CinemaScope. Latter, he disclosed, still hasn't been demonstrated in South America.
"The panoramic screen has

"The panoramic screen has taken fire in South America,"
Loew declared. "It has caused a sensation." He revealed that all 34 Metro houses in key South American cities are already equipped with widescreens.

Locw leaves next week for a round-the-world tour, purpose of which is to promote widescreen installations in Metro theatres as installations in Metro theatres as well as in houses buying the com-pany's films. His itinerary includes stops in England, France, Bel-gum, Italy, Egypt, South Africa and the far east,

Frank Hale-Geo. Englund's Film and Vidpix Prod. Co.

Frank J. Hale, former dancer it in recent years in "big" busi-ss investments, has formed a film production partnership with actor-director George Englund, oesigned both for theatrical pix and TV film series.

and TV film series.

Englund-leaves Friday (13) for Europe to align personnel for "Location Spain," first production, which will be shot in that country from a script by Ken Englund, tather of the Hale-Englund Corp. partner. Story has to do with an American film company shooting a picture in Spain.

Suit on 'Mystery Lake'

Los Angeles, Nov. 10.
Larry Lansburgh Productions.
through its assignee, Bernice
Lundin, filed suit against Hallmark
Productions, charging breach of

Larry Lansburgh Productions.
through its assignee, Bernice
Lundin, filed suit against Hallmark
Productions, charging breach of
an agreement.
Suit involves a film, "Mystery
Lake," which Hallmark was to
huy for \$72,500 or pay the plaintiff \$3,500. Complaint states that
liallmark has done neither although the deadline was July 22.

KODO BROS. OF JOLIET SUE GREAT STATES

Chicago, Nov. 10.

Edward and Ruby Kodo, owners of Lee Theatre in Joliet, Ill., last week filed suit against all the major distribs and the Balaban & Katz and Great States chains in Chicago Federal District Court, charging that they conspired to withhold first run product from the Lee, forcing it to repeat on Great States theatres.

Kodos seek an injunction pre-

Great States theatres,
Kodos seek an injunction preventing the distribs from depriving the theatre of first-run fare
and ask treble damages for the period 1946-1953. Damages cannot
as yet be determined until the
Great States books are examined.
Attorney Richard Orlikoff repre-

Lewis Antitrust Action Is Ruled Outdated

Hollywood, Nov. 10.

Hollywood, Nov. 10.

Federal Judge William Mathes has dismissed antitrust suit against Universal Film Exchange, United Artists, and Columbia Pictures on the grounds the statute of limitations has expired in 379.464 action brought by Los Feliz theatre operators Herman and Maurice Lewis against 15 major producers and distributors. Previously same exhibitors action against Paramount and Par Distributing and RKO Pictures had been dismissed on same grounds. same grounds.

'Crazylegs' Into Homeland Of Its Hero, Elroy Hirsch

Of Its Hero, Eiroy Hirsch
Chleago, Nov. 10.
"Crazylegs, All American," Elroy
Hirsch football blopic, will be unrelied by Republic in three Wisconsin cities concurrently, playing
day-date at the Palace in Milwaukee, Capitol in Madison, and Wausau Theatre in Wausau on Nov. 11.
Latter city is Hirsch's hometown,
while Madison is where he attended school and Milwaukee where he
worked for Miller Brewing Co.,
which is giving the film plenty of
publicity. publicity.

Hirsch himself, along with Lloyd

Nolan and other cast members, will junket to all the cities to boost the pie.

'PERSONALITY OF YEAR'

Jane Froman Gets Variety Chub Accolade on Nov. 21

Accolade on Nov. 21

Washington, Nov. 10.
Dr. Selman A. Waksman, famed scientist, and entertalner Jane Froman, will be honored here Nov. 21 at dinner of the Varlety Club of Washington and the midyear meeting of Variety International.
Dr. Waksman is to receive the International Humanitarian Award for his work in microbology, at Rutgers University. And the development of new miracle cures from the soil.

Miss Froman has been named show business "Personality of the Year" for 1953 by Tent 11, whose past annual recipients have included Al Joison, Arthur Godfrey, Joe E. Brown and Perry Como.

The Variety International midyear meeting will bring delegates to Washington from Tents in this country. Mexico, Canada, Japan, England, Ireland and Germany. Jack Beresin, International Chief Barker, will head the delegation of Jack Beresin, International Chief Barker, will head the delegation of International officers to Washing-ton for the Nov. 20-21 sessions.

Skouras Ducks London

Spyros P. Skouras, 20th-Fox prexy, has called off plans to attend the London opening of "The Robe" Nov. 19 because of serious illness of his brother, Charles, who is still in a Chicago hospital foliowing a heart attack but has improved considerably. Also, Skouras wants to be on the Coast Nov. 25 to attend the wedding of Charles Peter Skouras Jr. to Dlane Marie Mellos.

Mellos.

The ceremony takes place at Saint Sophia Cathedrai, Los An-

No RKO Dissolution

Federal Judge S. Samuel Di. Falco yesterday 'Tues.' dismissed a N. Y. minority stockholders' motion for dissolution of RKO Pictures. Motion had been made within the framework of a mismanagement suit against the company by stockholder Louis Sachs.

Jurist also appointed a referee to determine whether the

eree to determine whether the N. Y. suit should be stayed pending a decision in a simi-lar action in Nevada.

START DRIVE-IN FOR CINEMASCOPE SHOWING

First U. S. drive-in designed specifically for CinemaScope but capable of presenting ail types of pix also is being built in Rochester, N. Y., by the S. P. & D. Corp. Ozoner will have a 107-foot, curved screen and will ac-commodate 700 cars.

Construction indicates that a variety of problems have been licked in the application of CinemaScope to outdoor installations. One is the screen, which must be weather-resistant. Another is light. Still another is stereophonic sound. Various outfits have been working on developing a high reflectivity screen surface capable of withstanding the elements. Construction indicates that a va-

8 in Color, 3 in 3-D Starts 1954 at UI

Technicolor predominates in Universal's release sked for the first four months of 1954, with eight of the 11 pix in the tint process and three in 3-D. Additionally, U is offering two Techni films during December.

December.

Starting in January, most of the U releases will have been lensed so that they can be projected at a 2: 1 aspect ratio. Company rates as its most important production "The Glenn Miller Story," starring James Stewart and June Allyson. In Technia, it's due to go out in February.

Profit Possibilities Seen In Dubbing More Imports

To meet the anticipated product shortage stemming from the industry's swing to new dimensions, a new company has been formed to import foreign films for dub-bing into English and distribution in the U. S. market. Principals of the outfit, Park-way Amusement Co., are Peter

Principals of the outfit, Park-way Amusement Co., are Peter Riethof, head of the American Dubbing Co.; Milton Schwaber, Baltimore circuit operator, and Van Wolf, Paramount homeoffice publicity staffer. Riethof left last week for Eu-rope for a look at the foreign film market.

Gen'l Precision's Earnings

Net consolidated earnings of General Precision Equipment Corp. in the first nine months of the current year were nearly three

Corp. in the first nine months of the current year were nearly three times as big as in the corresponding period of 1952. In the first three quarters of 1953, they rose to \$2.283.830 or \$3.46 per share as against \$890.433 or \$1.34 arshare in the first nine months last year. General Precision reported a 75% gain in sales for the three quarters over 1952. The consolidated net sales in the first nine months ended last Sept. 30 amounted to \$62.493.972 compared with \$35.633.521 in comparable period of 1952. The consolidated net 1 the September quarter amounted to \$1.24 a share against 80c, for corresponding period last year.

COWDIN OUT, SIX TOP INFO JOBS NOW OPEN

Washington, Nov. 10 Washington, Nov. 10.
With J. Cheever Cowdin resigning as head of the Motion Picture Service of the U. S. Information Agency, there are six major posts open in the Agency whose director is Theodore C. Streibert, former president of WOR, New York.

president of WOR, New York.

To be filled is the post of Deputy Director at \$16,000, and the following at \$13,000 apiece—Deputy Assistant Director for Policy and Programs, Deputy Assistant Director for Radio and Soviet Orbit Operations, Attorney Advisor, Chief Engineer for Radio and Soviet Orbit Operations; and Cowdin's vacancy.

Cowdin's vacancy.

Cowdin, turned in his resignation effective as of last Friday (6).

He held the rank of Acting Chief of the Motion Picture Service. He had no succeeded by his assistant of the Motion Picture Service.

of the Motion Picture Service. He has been succeeded by his assistant, Turner Shelton, formerly in International Information work with the State Department, who will hold the Job until a permanent chief is chosen.

Cowdin, who was asked to serve in an advisory capacity, told VARIETY that "We made great progress in cutting down expenses and streamlining the work under our reduced budget. We laid down a number of plans which I have been assured will be carried out." In testimony before a Congressional Appropriations sub-committee, Cowdin testified about a number of ideas he had for production and for obtaining greater cooperation from Hollywood in carrying out the agency's propaganda mission on films. However, Congress cut the budget sharply and the Motion Picture Section was slashed deeply. The annual budget dropped from \$7,000,000 to about \$4,000,000. This meant production was reduced to almost rothing. Nevertheless, Cowdin, in a "farewell" letter to his staff, expressed great faith in the value of his unit's work to the nation's welfare.

and a work to the nation's welfare.

Cowdin, former chairman of the board of Universal Pictures was recommended for the Government position by Cecil B. De Mille. He was appointed on June 17 last by Dr. Robert L. Johnson, then director of the agency which became independent of the State Department in July. After Johnson's resignation, he was succeeded by Streibert. Cowdin remained in an "acting" status pending his clearance with the Civil Service Commission.

High-Salaried Robert Ryan In Shakespeare for \$100 Hollywood, Nov. 10.

Robert Ryan, who makes \$6,000 a week on the screen, is going on the stage for a \$100 weekly stipend to star in Shakespeare's "Coriolanus." Deal calls for a six-week

minimum.

Play will be staged in N. Y. start-Play will be staged in N. 1. Statisting Jan. 14, by the recently organized Phoenix Theatre, headed by Norris Houghton and Edward Hambleton. John Houseman, on leave from Metro, will produce and dispatch.

Louis Lober to Tokyo

Louis Lober, general manager of United Artists' foreign department, leaves by air today (Wed.) for Tokyo on the first leg of a trip that will take him to the Far East and to Europe. He will be gone eight weeks.

Lober will inspect UA branches and offices in Japan, Hong Kong, the Philippines, Slam, Indonesia, India, the Middle East and the Continent. Tour tles in with UA's 35th anniversary celebration drive.

Metro Quartet West

In the September quarter amounted to \$1.24 a share against 80c. for corresponding period last year.

Wm. Wyler Back In U.S. William Wyler, in N. Y. from Europe, heads for the Coast shortly to discuss with Paramount studio officials his next pic venture. He has only one more film to produce for Par under his existing contract. Thereafter, he states, he has "no definite plans."

Filmmaker said he and Par have been talking several properties, including a picturization of the legiter, "My Three Angels," as his contract windup pic for the company. Par owns screen rights to the play.

- "Thoroughly satisfying!"- M. P. DAILY
- "Excitement and action a-plenty!"- SHOWMEN'S T. R.
- "Should give an okay account of itself!"- VARIETY
- "The action fan will get his 'kicks'!"- M. P. HERALD
- "Hard-hitting, suspenseful! Taut drama!" DAILY VARIETY
- "Holds attention constantly!" FILM DAILY
- "Solid grosser!"- HOLLYWOOD REPORTER



FILMED IN VIVID
PATHE
COLOR!

MARIAINT

AUBREY SCHENCK presents

WAR PAIN in PATHE COLOR · starring ROBERT STACK · JOAN TAYLOR CHARLES McGRAW with PETER GRAVES · A K-B PRODUCTION · Produced by HOWARD W. KOCH

Screenplay by RICHARD ALAN SIMMONS and MARTIN BERKELEY - Directed by LESLEY SELANDER

Another BIG ONE Thru...

Sokolsky Blasts 'Hatriots'

Revolution he might not have extreated himself.

The voluntary information service which various filmites, with his cooperation, had set up was closer to the democratic way of handling the Commic infiltration menace. Roy Brewer, Ward Bond and others had "looked into some 300 people" and had assisted many "in clearling themselves of any Party-line suspicion." This scheme worked reasonably well because it was voluntary. Sokolsky scored "professional anti-Communists who make their living" putting the finger on individuals.

There might still be a few unexposed hardcore Communists who make their living "putting the finger on individuals.

There might still be a few unexposed hardcore Communists in Bollywood but Sokolsky thought that further sensations were unpikely. The important thing was that a reformed Communist should not be treated as a parish and the appear of Vi unless even to the property of the numerous offers she has had not be treated as a parish and the property of the might be a proper on Vi unless even which is a proper of the property of the p

that further sensations were unlikely. The important thing was that a reformed Communist should that a reformed Communist should not be treated as a pariah and hounded to regret his own refor-mation. "When they leave the Party they must have somewhere to go." It took moral guts some-times to make the break and such persons were good Americans. "Ferrer came clean and did great service for the United States. John Huston, who was an organ-izer of the Committee for the First Amendment, did an amazingly

Amendment, did an amazingly good job in Europe, Edward G. Robinson was no more a Commu-nist than Roy Brewer, but he got hooked into things. Unhooked, he

Sokolsky revealed that there is one man who could "come clean" but has not yet done so, although privately repentent. "He'll be worth more than all the other people to date."

Hedda Hopper Outburst **Draws Mixed Reaction** At Theatre Convention

Chicago, Nov. 10.

Jarring note was struck at Theatre Owners Assn. conclave last
week by Hollywood gossiper Hedda
llopper, who interrupted proceedings with her unexpected entrance
to unspool a declamation against
pink-smudged members of the intheter of the inthe connection, the pink-snudged members of the in-dustry. In this connection, she dropped the names of Judy Holli-day and Jose Ferrer, intimating she believed both of them to be somewhat tinged, despite the fact that they were 'cleared by the House Un-American Activities Committee.

House Un-American Activities Committee. Reception to her address was probably the most mixed and most intense of any during the four-day convention. Bob O'Donneil. day convention. Bob O'Donneil, speaking at a later meeting that same day, openly sald he thought Miss Hopper's speech was uncalled for and "out of line," but excused her by saying "columnists will be columnists." Other theatremen nists." Other theatremen heard to opine that Miss

O'Donnell Raps Hedda

Miss Hopper would have had her knuckles rapped if she had stayed at the meeting had stayed at the meeting. For shortly after her talk, Robert J. O'Donnell, Texas circuit op-erator, told the same audience of exhibitors that Miss Hopper had made an "unfair attack" had made an "unfair attack" upon Jose Ferrer and Judy Holliday

O'Donnell criticized Miss Hopper "for naming people who have been absolved of any Communist taint." Many of the theatreowners present ; him in the opinion that Hopper was "unfair." C Hopper was "unfair." O'Don-nell related, and it was at O'Donnell's own invitation that Miss Hopper appeared at the convention

convention.

Said the Texas showman:

"I applied her fight against
Communism. But we have the
right to ask that the names of innocent people should not be used."

Hopper's speech was "bad taste."
"disgusting." and "hysterical."
Nevertheless, many delegates rose
to applaud the columnist when she
left the rostrum after her talk
which mingled political severity
with incongruous frivolity. 3.
She minced no words in criticizing the industry's laxness in "publie relations?" with regard to Communism, which she termed "our
greate t enemy." She advised the

of the numerous offers she has had to appear on TV unless every per-son connected with the show were willing to undergo the loyalty test.

TOA Windup

Continued from page 11

individuals could afford to experi-ment. A panel of drive-in circuit reps echoed this sentiment and reps echoed this sentiment amaid they would caution their companies to be wary of 3-D and other new media until screen surface developments are perfected to make them practicable for ozoners.

Speaking for themselves but representing four sectors of the countries.

resenting four sectors of the country, the panel consisted of Joe Rosenfield, Pacific Northwest; Charles Maestri, Northern California; E. D. Martin, Southwest, and George 'Kerasotes, midwest; with committee chairman Jack Brau-nagel moderating. Consensus held that drive-ins don't as yet need new systems since they are not competing with indoor theatres, except in isolated situations.

Gloony Prophecy
Maestri, however, advised ozoner
exhibitors not to get caught unprepared if the need for re-equipping should arise. He said ozoners
would die on the vines if Cinema-Scope continues successful, if 20th insisted upon a four-track sound installation, and if Warners and other studios continued to issue ali product in CinemaScope, Drive-ins need attractions; he declared, and they can't get by on oldies alone.

Civil Defense Aid

Former Nebraska Governor Val Peterson, now Director of Federal

Peterson, now Director or reueral Civil Defense Administration, commended the film industry for help-lng with "one of the greatest jobs of mass communications" in film-ing the atomic tests in Las Vegas. He also praised picture nouses for

He also p.... alerting the public by these films.
Site for the next convention of TOA was not set, although Board of Directors midwinter meet was stated for Washington, D. C., in stated for Washington, D. H. although Board of Directors midwinter meet was stated for Washington, D. C., in stated fo January, with A. Julian Brylawski hosting. Actual date is still con-tingent upon availability of hotei accommodations.

UA 7 to Spain Continued from page 5 =

imports must be of American make, so that a grosser like "Moulin Rouge," for instance, iso't

"Moulin Rouge," for instance, is a tincluded.

Major distribs who have their own exchanges in Spain have agreed not to pick up any import permits, or to make deals with indie Spanish outfits until the Franco government modifies the price of its licenses.

price of its licenses.

With the deadlock on a Spanish film deal continuing, the Madrid government made available 42 interm licenses to U.S. distribs. Latter refused to pick them up, whereupon the permits went to local Spanish distribs who've since been peddling them to the majors. UA franchise holder in Spain gits seven of the 42 available licenses and UA has held that it is obliged to cover them by Nov. 30.

\$3,500 St. Louis Stickup St. Louis, Nov. 10.

St. Louis. Nov. 10.

Two masked, armed bandits last week escaped with \$3,500 when they intercepted Howard Zalauf, manager of the Esquire Theatre. St. Louis County, and Arthur Wiegraffe, stage manager, as they were leaving the house.

Threatening to kill both, the robbers forced Zalauf to open the safe.

Box Office Tele Moves For Network Service On Regional Basis

VARIETY

Encouraged by the upbeat atti-tude of exhibs at the recent Theatre Owners of America convention in Chicago toward theatre tion in Chicago toward theatre television, Box Office Television, I.c., promoters of the weekly series of Notre Dame footbail games, has set plans for the establishment of a nationwide network of tele-equipped houses. Company aims to start with a four-state hookup, including Illinois, Indiana, Ohio and Michigan and then expanding to neighboring states. states

According to exec veepee Willlam Rosensohn, series of regional networks will enable BOTV to pro-mote events of interest to a particular community. Rosensohn particularly cited athictic contests, such as regional football games,

cally.
Following his return to Following his return to New York from the TOA convention and from a meeting of the Allied Theatre Owners of Indiana, Rosensohn said BOTV was optimistic. "We are convinced that the theatremen are behind us." he said. "They want theatre TV and want to be shown how it can be gotten."

to be shown how it can be gotten."

BOTV's first move will be in the form in pushing the installation of theatre TV equipment. Company is promoting the installation of portable sets on a rental basis and hopes to use this plan as the basis for setting up a network. He said hopes were for 50 outlets in the Illinois-Indiana-Ohio-Michigan area by March and 700 by June.

RKO Capital Gain

Continued from page 3

given a new employment contract

which runs to April, 1957, Capital Gains

Capital Gains
In prospect is some liquidation
of theatre properties, which may
result in highly profitable capital
gains deals. That this was foreseen
was reflected in the strong N. Y. Stock Exchange reaction to the Greene deal Monday 19) when 63,000 shares of the company were traded and the stock gained 50c per share, closing at \$4.3712.

RKO has 90 houses in the chain, and shout all of them are in Clear

and about all of them are in Class
"A" condition, it's sald. To the
question why seil them? one source
merely said the theatres would "be
worth more as real estate."

Sold Under Early Offers
Christer the Property of the property of the characters in the

Curious to observers is why llughes sold out at \$4.75 per share at this time, since he nixed offers from others earlier which would have brought him \$6. Conjecture Curious is that the airman, who continues to control RKO Pictures, was

to control RKO Pictures, was pressed for immediate eash. Hughes acquired RKO from Floyd Odlum's Atias Corp. in 1940 when the theatre and film companies were integrated. Upon divorcement in 1951, he took over active control of the film outfit and trusteed his theatre stock with Irving Trust.

Hughes' 929.020 shares represented approximately 24% of the

Hughes' 929,020 shares represented approximately 24% of the total outstanding stock. Prior to acquiring this block, the Greene group already had had substantial holdings. Oresman, at the time of the last stockholders meeting last May, owned 36,600 shares and Greene had 16,450 shares in direct ownership. Also, the investment company of which Greene is a partner had 10,000 shares, another 40,700 shares are in trust for the Greene family, and the broker's wife and children owned 6,000 shares directly.

'Little Three'

Continued from page 3 =

attendance, (2) lower costs and (3) TV carnings from Screen Gems Col subside."
Says the Wall Street outfit of U's future: "Looking ahead to the second half of this decade, we pro-

ject a considerable improvement in earnings. Universal has demon-strated that it can hold its own against the competition of the maagainst the competition of the ma-jor producers in the battle for the moviegoers' favor. Morcover, Uni-versal, as part of the entertain-ment vehicle being built by Decca Records, seems likely to participate actively in the rapidly growing TV film market."

Kid Vandals Rile U.S.A.

children.
Unlike the period following
World War I when there was a
definite peace treaty. Miss
Schwartz points out there is an
indefinite cold war, hatful inconclusive fighting in Korca and
Indo-China and the danger of a
third world war and add the fear of
atom and hydrogen bombs. The
draft has encouraged a devil-maycare attitude among boys who are

draft has encouraged a devil-maycare attitude among boys who are
about to enter the armed services.
Miss Schwartz, who has specialized in the problem of juyenile delirquency, also cites the housing
problem as a cause of vandalism.
With three and four families doubling up in apartments, she says
there is no privacy for the children who take to streets and go
into theatres "just to get off the
streets" once in a while. There
simply is not enough public recrestreets" once in a while. There simply is not enough public recreational facilities for children hardly anywhere. In New York City only one out of 10 children has recreational facilities.

Smart Alecs

recreational facilities.

Smart Alecs

The mob spirit, the lady judge explains, is also a dominant factor.

"It's always a combination of three or four teen-agers that cause the damage." she says. "It's a smart alec attitude, with each trying to outdo the other."

Schools and parents are also at fault. The crowded schools, especially those in urban centers which have as many as triple sessions, do not have the time or the facilities for proper instruction and indoctrination. "Parents." asserts Judge Schwartz. "have no training to bring up children. All that is necessary to become a parent is the biological urge."

Radio and TV also received a share of the biame. "The programs are very bad," Miss Schwartz says. "They stress shooting, crime and violence and children are drawn to them. You can't prevent them from tuning in. There's one crime show after another and all too few programs of wholesome example."

Hear News Too Earls?

TV and radio news programs

another and all too few programs of whoisome example."

Hear News Too Early?

TV and radio news programs, reporting the unrest in the world, are coming to children at an earlier age. "Children are becoming acult too early with news they can't digest. They are not old cnough to comprehend the effect."

Miss Schwartz notes the increase in narcotics addiction among children and says there's a possibility that some of it is being peddled in theatres. In addition, she says there has been a 10% increase in the number of youngsters who are brought into the courts. The problem of vandalism and unrest among children has become so serious, Miss Schwartz says, that she believes that the Federal Government should come to the assistance of the cities in providing educational, recreational and housing facilities.

No Set Theatre Policy

The Arrena of the acute of the partment who contact the accused youngster's parents, schools and churches. Second and third, offenders are turned over to social agencies for rehabilitation and for psychiatric aid if necessary. Providence, R.I. has been especially plagued by the hoodiums. Local managers, following the knifing of a 16-year-old usher, formed a committee to combat the continuing assaults. In the New

continuing assaults. In the New England city, gangs have threat-ened to "get" usherettes outside the theatre and the girls are fre-quently sent home in taxis and a check of the streets is made by the managers before the girls

leave.

Efforts by managers and local authorities have succeeded to some extent in curbing the assaults, but it requires constant vigilance and even the employment of special policemen. In Oklahoma City, where 21 theatres allow cutrate tickets for 12,000 students, theatremen considered cancelling the privilege because of

body for the last four stanzas, the noisy and destructive activities blames the unrest in the home of the youngsters. The local Parcaused by "people worrying about ent Teachers Assn., however, took the future." This unrest, she says, is automatically transferred to the children.

Unlike the period following conts adhered to list of conduct World War I when there was a rules printed in the back of their definite peace treaty. Miss schwartz points out there is an Strictness Pass Off

Strictness Pays Off
In Miami, it has been proposed that the high schoolers could only use their student cards if accompanied by a parent. Degree of supervision by local authorities is also a factor in controlling. also a factor in controlling van-dailsm. In New Orleans for ex-ample, where the courts remand eftenders to the custody of their parents, the theatres continue to be harassed. In cities, where the be harassed. In cities, where the courts are stricter, there is less of a problem. In Atlanta and San Francisco, there is a minimum of difficulty. In Minneapolis, the vandalism has decreased in indoor the attrees but is on the mission. theatres but is on the upbeat the ozoners.

Debate 3-D

Continued from page 7 =

on the "climate" of 3-D among his patrons.

'Kate's' 300 3-D Prints
Hollywood, Nov. 10.
Metro has ordered 300 3-D prints
of 'Kiss Me Kate' to fill bookings
for Thanksgiving Day.
Booking agreements provide that
the individual theatres will have

the individual theatres will have their choice between showing the picture in 3-D or 2-D.

Future of 3-D production at Metro will be one of the topics of discussion this week with the arrival of Nicholas M. Schenck, Charles M. Moskowitz, Charles Reagan and Howard Dietz. Toppers will also view the studio's first CinemaScope production, "Knights of the Round Table.

Brazil

Continued from page 5 =

Export Bank loan, Brazil's own dollar funds in the U. S. and the private line of credit negotiated recently in N. Y.

Category I funds include 70% of the distribs' monthly dollar quotas and 70% of the coin over and above these quotas. Schedule quotas and 70% of the coin over and above these quotas. Schedule provides that, once applications up to Feb. 23, 53 have been acted on, uf 'II (A083182) uf sajuedumo juo auj -Aed Liess Ilim lizerig op ooueg auj which the Americans also have considerable amounts outstanding. siderable amounts outstanding, a then will liquidate current l ances. Monies accrued to the U distribs' credit since Feb. 23 estimated at roughly \$4,000,000.

Speeds Prints

Continued from page 5 =

Luxe handling isn't any cheaper than Teehni, which charges 7c. per

Most of the larger Eastern labs Most of the larger Eastern labs are equipped to process Eastman color negative in which all of the CinemaScope pix are iensed since the three-strip Techni camera isn't adaptable to the anamorphic system. Warner Bros' Ace Laboratories in Brookiyn have just begun to turn out test footage in Eastman tint. WB on the Coast has long worked with WarnerCoior, which is Eastman color.

It's understood that, for the moment at least, Techni can't apply lts dye-transfer process to the

ment at least, Techni can't apply its dye-transfer process to the Eastman color negative used with CinemaScope. Difficult is primarily one of horizontal registration. It's explained. "Robe" prints are done on Eastman positive, which brings the cost up. Techni charge for prints done in its own process is 4.98c per foot.

Merian Cooper's Status

Hollywood, Nov. 10
Merian C. Cooper, head of Argosy Productions, admits being the acceived two motion putures, one telefilm offer but

tures, one teiefilm offer but doing as I am an officer and director of Cinerana I can't seriously consider any offer made to me.

Cooper predicted color television will move so fast it well astound both television and motion pleture industry.

plcture industry.

THE SCREEN'S FIRST ANIMATED CARTOON =:0

PRESENT

10

10

COLOR BY TECHNICOLOR

CONTACT: BUENA VISTA FILM DISTRIBUTION CO., INC. . 1270 SIXTH AVENUE, NEW YORK 20, N. Y. Now Available

22

Valley and the mountains of New Mexico. The Ansco Color is good and picture is the first for M-G-M to be lensed specifically for wide-screen projection in an aspect ratio of 1.66 to 1.

Holden is seen as a rules-book cavalary captain at an Arizonal tot wherein a group of Confed-

Holden is seen as a rules-book cavalary captain at an Arizonalort, wherein a group of Confedrate soldiers are imprisoned and platting to escape. Leader of the prisoners is John Forsythe, Considerate captain who plans to make the break with William Demarest, William Campbell and John Lupton. Miss Parker is a Southern sympathizer from Texas, ostensibly at the fort for the wedding of Polly, Bergen and Richard Anderson, but really to aid Forsythe's escape.

The break comes and Holden,

The break comes and Holden, with Anderson, takes out after the four prisoners and Miss Parker, ite catches up with them but on the trek back to the fort the groups attacked by savage Mescaleros and pinned down in a shallow wash in the desert. The action hat then ensues furnishes the exciting climax to the tale and is a reall gripper under Sturges' stagng. Also it diverges from the asual Indian battle seen on firm by having the redskins use regular artillery tactics in pinpointing heir target for barrages of arrows. A real thriller. The survivors of he fighting, however, are rescued by the usual film formula. The avairy arrives in the nick of time, but this ending is not objectionable.

Demarest, Campbell, Lupten. The break comes and Holden,

able.

Demarest, Campbell, Lupten, Anderson and Carl Benton Reid, ort commander, all supply conlineing performances, to match hose of the stars. Mass Bergen's cole is no more than a walkon.

nose of the stars, miss being note is no more than a walkon. Nicholas Nayfack's production uidance is excellent and rates civert assist from the technical easy tobert Surtees' color lensing very fine in picturing the fundamental ending to the fundament

Heart of the Matter (BRITISH)

Graham Greene novel on Catholicism unfolded methodi-cally; his name is main lure for American arty theatre pa-

the state of the s	_
· L	ondon, Nov. 3.
British Lion release	of London Frims
production Sters Tre	vor Howard, Phi
beth Allan, Maria S	chell Directed in
George More O'Ferra	Il Serecoulay, Gu
Dalrymple from novel	by Graham Greene.
with adaptation by Le	slev Storm: cam "a.
ack Hildyard; edite	er. Sidney Stone
nusic advisor, Edric (Connor. At Carlton.
onden. Running time	e, 105 MINS.
scobie	Trever Howard
ouise	Elizabeth Allan
lelen	Maria Schell
'Vilsen	Depholm Etijott
"alher Rank	Peter Finch
"usef	Gerard Oary
Portuguese Captain .	George Conlouris
All	Earl Cameron
olonial Secretary	Colin Gordan
Colonel Wright Commissioner of Police	Evelyn Roberts
Commissioner of Polic	e Michael Hordern
Mrs. Carter	Cyril Raymond
Mrs. Carter	Gillian Jand
Reverend Clay	Orlando Martins
Loder Perrol	donn Rae
West Popular	reter burnen
Mrs. Bowles	, Encen Inornaise
Doctor	Authory Shell

By conventional standards, this will prove beavy going prove heavy going lar film public. Ber will prove heavy going for the popular film public. Best results are likely to come from careful art house exploitation where the author's name will have a bigger-marquee lure than that of the cost. The story is told in painstaking and deliberate terms, Subject matter is Graham Greene's favorite topic of Catholicism.

topic of Catholicism.

Stripned of its deeper significance, the story is little more than the conventional triangle meller, but Graham Greene's husband and wife are ardent Catholics, and discovere and remarriage cannot be contemplated. He is left with the contemplated by the solution via suicible, an even greater crime under the dogmo of Catholicism.

The film is set in Sierra Leone.

The film is set in Sierra Leone during the last war, where Trevor Howard the assistant police commissioner, is not getting along the well with his wife. He is forced to borness money from an inscrippalous blackmailer and made to sen. I wife away on a vacation her absence, he falls in h a soing widow, one of vivors of a ship wrecked by a Garage med U-boat. The emotional road

Excape From Fort Brave flict is skillfully presented al-valley and the mountains of New Mexico. The Ansco Color is good the influence of his religious con-and nature is the first for M-GM victions.

victions.

Alongside the main theme there is sketched some interesting incidental background, showing how Howard is passed over for promotion and how he is effectively blackmalled by the black-marketeer he once helped. These, it is implied, are contributory factors to the mental derangement that leads to his eventual suicide.

There is considerable morit, in

to his eventual suicide,

There is considerable merit in
the script and much of the dialog
has adult appeal. But the conflict
between love and religion never
emerges with real conviction. The
backgrounds filmed on location
have an authentic look and the
studio scenes match effectively.

studio scenes match effectively.
Trevor Howard plays his 106 with great intensity. The part of his wife is done in two contrasting keys by Elizabeth Allan. In the opening scenes she is almost wildly hysterical but after her return is subdued and restrained. The third member of the triangle is etched by Maria Schell with real tenderness. Denholm Elliott adequately fits the part of a company clerk who casts covetous eyes towards the wife while Peter Finch does nicely in the small role of a priest. George Oury and George Coulouris top the supporting cast. Myro.

The Conquest of Everest (BRITISH—COLOR)

Excellent documentary of actual expedition, this may difficult to sell in U. S. cept in some art houses.

London, Nov. 3.

British Lion-Group Three release of antriman Film production. Filmed by promas Stobart high altitude photogray of the photography George Lowe; editors, Adrian de David Howes; music. Arthur commentary written by Louis Thealtre, London. Running 24 MINS.

Triumph of the British expedition is assault on Mount Everest, the news of which broke as a fitting opening to Coronation celetrations, has been made into an impressive film. Here is no ordinary documentary but a vivid account of an operation which captured the imagination of the world. Its boxoffice prospects must needs be speculative because essentially this is a documentary, and straight documentaries are often difficult to sell to the public. With hrewd exploitation, however, particularly on a selected art house basis, it should register substantially in the U. S. market.

Shot with 16m color stock, and blown up to make a fine Technicolor 35m print, "Everest" has been assembled with skill and professionalism to chanke it an absorbing and exciting entertainment. An excellent commentary, written with typical British reserve and understatement. by Louis Macnice, is dramatically delivered by Meredith Edwards and nembers of the expedition. There is sincerity in every line without any attempt at overplaying the heroism and the courage of the expedition. Photographically, the film has scenes of a bold and headstaken.

Queen of Sheba (ITALIAN)

Cliche - ridden Italian import dubbed in English, Reminis-cent of the early speciacle ef-forts of Hollywood. Limited chances.

William M. Pizor and Bernard Luber release of Oro Film Production Mario Francesci. Stars Gino Cervi. Leonora Ruffo, Gino Leureni and Marina Berpala, Ramol Leureni and Marina Berpala, Ramol Leureni Pietro Francisci. Nino Novarese and Georgio Graziosi. English version by Richard Heinz and Bernard Luber: camera, Mario Montuori. mos Nin. Rota. At Astor Theatre. N. Y.

lov, 6, '53. Running time 108 MINS.
lalkis-Queen of Sheba . Leonora Ruffo
ing Solomon Gino Cervi
rincess Zymira Marina Berti
ligh Priest Mario Ferrari
abuy Isa Pola
innor
ssacher Umberta Silvestra Abner Dorian Gray
alse Mother Franca Tamantini
rue Mother Fulvia Mammi
-

(Dubbed in English)
The product shortage must be desperate for a Broadway show-case of the calibre of the Astor to book "Queen of Sheba." Italian import, with English dubbing, is an anachronistic piece, reminiscent of early excursions into biblical times and ancient history. It's a fitting subject for one of S. J. Perelman's "Cloudland Revisited" essays. Pie may pass as a prosessays. Pie may pass as a pro-Perelman's "Cloudland Revisited" essays. Pic may pass as a pro-grammer or time-filler, but its boxoffice possibilities are limited.

grammer or time-filler, but its boxoffice possibilities are limited.

A quartet of Italo scripters has not neglected to include every cliche of spectacle. These include a milk bath for the breathlessly, beautiful queen, the machinations of furtive, jealous villain, the daring feals of the handsome, stalwart hero, the familiar clashes of ancient armies, replete with arrows, spears, and scaling of walls. The acting is also a throwback. There's the glazed, love-sick look, the quivering nostrils and lifted cyebrow. The voices used for the dubbing job are stilled and unconvincing. Picture's sole attribute is the advance made in the trained observer, occasional lapses of synchronization are noticeable, but the general public will hardly notice it.

Story concerns the visit of King Prince Rebobarm son of King

but the general public will make notice it.

Story concerns the visit of Prince Rehoboam, son of King Solomon, to Sheba as a spy to learn of the country's war plans against Israel. Romance blooms between the Queen of Sheba and the prince. Affair almost succeeds in stemming the aggression of Sheba, despite the war clamor of the Queen's advisors. Queen, however, attacks Israel out of however, attacks Israel out of in stemming the Sheba, despite the war clamor of the Queen's advisors. Queen, however, attacks Israel out of vengeance when she thinks she has been betrayed by the prince who, out of political necessity, is engaged to Princess Zymira, daughter of another ancient king.

Technical aspects are fair.

Hoil,

Lucree Borgia

(FRANCO—ITALIAN) (COLOR)

Paris, Nov. 3.

Cinedis releare of Ariane-Rilmonor-Françinex-Rizzoli Film production, Stars Marline Carol. Pedro Armendariz. Directed by Christian-Jaque. Screenplay, Jaques Sigurd, Cecil Saint-Laurent, Jaque: exmera Technicolori. Christian Laurent, Christian Christian Christian Christian Christian Christian Christian Christian, Paris, Running time, 95 Mins.

Marline Cerol.

Lucrece	Martine Caro
Cesar	Pedro Armendari
Aragon	Massimo Serate
julle .	Valentine Tessle
Mage	Louis Seigner
Michele	tto Arnoldo For
Paolo	Christian Marquan
Vanna	Tania Fedor
Ambass	ador Georges Lunne
Perott	Maurice Rone
Midget	····· Piera

sincerity in every line without any attempt at overplaying the here production and the courage of the expedition.

Photographically, the film has seenes of a bold and breathatking heauty which, far more than the written word, illustrate the order of the British Commonwealth and Sherpa team who participated in the conquest of Everest. Their triumph against unknown and unpredictable elements emerges as a memorable chapter in the realmod discovery and this Group Three production captures all the highlights.

Apart from a brief flashback to the abortive Mallory expedition 30 years ago, this describes the 1935 assault from its conception. The preliude details the months of preparatory work, testing of equipment and the perfection of this stores. But the major footage the production and the mother of operation and the problems are should be a neat entry for exploitation, was responding to the problems follow the complete explanation of the problems follow the complete explanation of the method operation and the problems follow the complete explanation of the problems follow the complete explanation of the problems follow the complete the complete explanation of the problems follow the complete explanation of the prob

her acting talents do not measure up to the well-outlined chassis. Armendariz lends a glowering presence to the malevolent Cesar wno ruled by brutality. Other actors are fine in filling out the well-bedecked citizens.

Among standout scenes are the arena games in which two men fight on a board atop a blazing fire, a hunt for living men, colorful masquerade, a ladies' bath and a few orgies which do not spare the flesh tints. Color is excellent and is always eyefilling in catching the excellent decor and costumes. Production assets are tops in this, the editing being an aid in keeping this moving.

Love scenes and intrigues are

duction assets are tops in keeping editing being an aid in keeping this moving.

Love scenes and intrigues are many, and well done. Serato is adequate as the noble Aragon. Although Jaque has made a good popular film he misses a really topnoteh pic, worthy of art house attention, in stressing the obvious and the tasteless, at times, to the detriment of the central story of love amidst an awakening, rapacious Renaissance. As it is there are a flock of exploitation values with the danger of heavy censoring in most U.S. spots. In one scene, Miss Carol takes a bath in which she is practically in the altogether.

Mosk.

Leur Derniere Nuit

Clumbia release of CFE production.

(TRENT)

Paris, Nov. 3.

Columbia release of CFE production.
Stars Jean Gabin, Mairicine Robinson.
Directed by Georges Lacombe Screennovel brought Colhast, Lacombe from
Philippe Acostini; editor, Raymond Leboursier, At Titomphe, Paris, Running
time, 95 MinS.

Pierre						٠.									. 3	e.	ar	١	•	a	bi	n
Madele	in	e			٠			٠		N	к	d	6	1	eine		H	O	bi	n	SO	n
nspec(or	٠												11	obe	-1	1	П	R:	. 11	2	n
Barber		٠			,					J	(a	n		lace	ıu	e	8	1	ìe	lb	o
Barber Prostie	,						,		į,				ĺ,		Gal	by	,	j	۱'n	01	se	t

Columbia has picked up a rather lacklustre pic for foreign distribution. Though it has names of Jean Gabin and Madeleine Robinson for fair biz here, this combo detective and cheracter film hasn't enough development to make this a satisfactory entry for many U.S. spots.

a Satisfactory entry for many U.S. spots.

Story has Jean Gabin as a respected librarian, living in a stuffy boarding house, who leads a double life as the leader of a holdup gang. Into this comes a shy, appealing school teacher, Madelelne Robinson, who gets embroiled in his life. Since Gabin shows sympathy for her, she helps him when he gets into trouble. After he escapes from prison, she joins him in his flight and sees him die as the police relentlessly track them down.

Gabin plays with a life.

down.
Gabin plays with a listless air as
if he has done this before, but
Miss Robinson gives depth, and
poignance to her character of the
retiring, courageous schoolmarm.
Direction has not given the needed
spark and technical aspects are
only passable.

Mosk,

Brieftraeger Mueller

Mricfitraeger Mueller

(Mailman Mueller)

Heerror ridGERMAN)

Heerror ridGERMAN

Stas Heinz Reace of Sciolina production.

Stas Heinz Reace of Sciolina Directions

Stas Heinz Reace of Sciolina Directions

Gisel Mayen. Osker Sima, Direction

John Reinhardt. Screenplay. Eberhard

Keindorff and Johanna Sibellus, based on

novel by Ernst Neublach: Kurt. Schulz,

comera: music, Friedrich Schroeder; sets

comera: music, Friedrich Schroeder; sets

commena. Al Giorna Palast, Berlin. Running

time, 36 MINS.

mann. Al Gloria Palast, Berlin. Running time, 36 MiNS.

Berolina, generally considered West Germany's financially strong-set film producing omffit, is celebrating its 5th anni with "Mallman Mueller." This one, directed by the late John Reinhardt, shapes as one of the better pix from this company, and should prove a top moneymaker in the German-language market. The Heinz Ruchmann name gives it special exploitation values.

This centers around a poor mailman who suddenly strikes it rich. This angle provides funny situations and also contains enough tongue-in-cheek to balance this slapstick comedy. Vehicle has added strength because of Heinz Ruchmann in the star role, the plodding mailman. This lovable characterization is helped by Johanna Sibelius and Eberhard Keindorff. Latter deserve special credit since dialog is usually one of the weaker points of German postwar pix.

Reinhardt kept the action rolling Exterior lensing by Kurt Schulz is quite good. Other technical credits are mediocre.

\$15.000 Feature

Continued from page 3

has been borrowed for production shooting and wired for sound.

Rhoden says the pic is to be strictly cornball and figures he has an apt title. "Ozark Hoedown," he's calling it.

The Plot

Without fear that some Hollywood operator might pirate the story line, the producer-exhibiter revealed the script basics to a little girl who finds that the orphan asylum where she lives might be closed because they ran out of money. She tells of this to the people running a hillbilly radio show. They become interested, stage a benefit and the orphan asylum is saved."

asylum is saved."

The benefit will occupy most of the "Hoedown" footage. Squaredance specialists and other "Turkey in the Straw" talent can be scouted at local radio and TV outlets and, Rhoden points out, at a price in keeping with the 15G budget. As for the cleffing, words and music will be by public domain. main

main.

Film will be lensed in Ansco
Color 35m stock (representing one
of the big cost items) but there
will be no need to invest in prints.
Rhoden intends to franchise "Hoedown" to local distributors. They'll sign the checks for whatever prints can be used in their territories.

Own Eest Customer?

When the regular theatre marwhen the regular theatre market is exhausted, the producer's plot is to peddle the "production" to TV stations (which by then will be transmitting color). Either that, or, the pic will be broken down into musical clips and sold in pieces

Rhoden, it should be noted, is chief film buyer for the Commonwealth chain of 65 conventional theatres and 30 drive-ins. In the case of "Hoedown," he could be his own best customer.

B. O. Reverses Crix

Continued from page 2

dence, all three shows have estab-

ished stars.

"Cadillac," despite mixed reaction on the merit of the script, pulled raves for Josephine Hull, its star. Comedy drew stander trade for its second-night performance Friday (6), the first Gordon production ever to do so. Howard Teichmann-George S. Kaufman comedy went clean for its first four regular performances and there was lively action at the Belasco. N. Y., boxoffice Monday (9), plus a strong broker call.

"Kind Sir." which had intense

a strong broker call.

"Kind Sir," which had intense preliminary interest, was virtually sold out in advance for the first week or so. Despite adverse critical comment on the play itself, costars Mary Martin and Charles Boyer got favorable notices and are rated nowerful ho draws while rated powerful b.o. draws, while the mention of the lavish physical production is figured apt to help.

Contrary to statements in the dailies, however, the Norman Krasna comedy is not anywhere near sold out for the balance of the run to next May 29. As of opening night, there was about \$560.000 (that is gross, including 20°ctax) in the bank for filled orders, with unfilled mail orders and broker requests brigging the total to an estimate the statement of the stat quests bringing the total to an estimated \$600,000 (gross).

mated \$600,000 (gross).

Show can gross \$39,460 a week (less tax), with a \$4,80 top Tuesday-through-Thursday nights and \$6 top Friday-through-Sunday nights. Comedy plays Sunday nights and is dark Mondays in conformity with Boyer's contract. With good boxoffice trade since the opening, 'Kind Sir' is off to a promising start. It was financed for \$75,000 and cost about \$125,000 to produce, recouped some of that during the start of th

000 and cost about \$125,000 to produce, recouped some of that during its sellout tryout tour.

"Trip to Bountiful." Horton Foote drama, starring Lillian Gish, got generally negative reviews on the script, but also drew raves for its performance. Except for its performance, Except for its performance and has had moderate window trade and little advance and has had moderate window trade and little agency call since the opening. With the subscription as a springboard, remains to be seen whether the personal notices for Miss Gish were personal notices for Miss Gish were a run.

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Inside Stuff—Pictures

Film stock investors are cautioned to take into consideration the dependence of some companies "on one man or one group of men" in evaluating future purchases of pix shares. Warning is contained in Barron's, national business and financial weekly, in an appraisal of the industry from an investment standpoint by Thomas A. Wise. In the category of solo-controlled companies, Wise places Warner Bros., Columbia and RKO.

Noting that WB is controlled by the Warner family, Wise says that since the Warner family tried to sell its holdings to a syndicate about two years ago, WB has reduced its staff or writers and producers and has been relying more and more on the output of indie producers. In addition, he notes that Warners has shown little willingness to develop new talent.

Howard Hughes' one-man domination of RKO, says Wise, "flashes a caution signal for the investor. After Hughes acquired stock control of the company, the Barron's writer notes, "its corporate history has been a scarlet one ever since. It has been scoring record-breaking losses in the past two years and there doesn't seem to be much solid ground for anticipating any basic change in the future."

ground for anticipating any basic change in the future."

In the case of Columbia, Wise says it has a unique record in the industry in that if has never lost money. He says that record is a tribute to the showmanship of the management, but he explains that like Warners and RKO it "has been dominated by one group, the Cohn family and the family in 'turn by one member, Harry Cohn." From the investor's view, says Wise, the uppermost issue is a continuation of management and its money-making ability. Columbia, he stresses, draws on good exec talent, citing Jerry Wald and Stanley Kramer, but, says Wise, "in investment in Columbia today is still pretty much an expression of confidence in his (Cohn's) ability to make profitable pictures."

A significant development in the film industry, one which has received little attention, says Wise, "is the gradual elimination of the 'old line' moguls of the industry." He says it's been generally quiet and undramatic, "but a move that will in the long run mean more to the future of the industry than most of the technological changes being rushed into use now."

rushed into use row."

He notes the bowout of L. B. Mayer from Loew's "and with him went a whole era of M-G-M movie making." the departure of Joe Schenck from "his behind-the-scenes" role at 20th-Fox, the proxy fight at 20th and the addition to the board of directors of "traditionally recognized business men like B. Earl Puckett of Allied Stores, Inc., and Colby Chester of General Foods," and the takeover of Universal-International of "a whole new management team" under the leadership of Decca Records prexy Milton Rackmil.

For the interest of those who mastermind boxoffice data in the mo-tion picture industry, here are the 1953 paid attendance figures for the 16 clubs in the two major basebail leagues;

1.	Milwaukee Braves	1,826,397
2.	New York Yankees	1.538,007
3.	Chicago White Sox	1.191.358
4.	Brooklyn Dodgers	-1.158.907
-5.	Cleveland Indians	1.969.716
6.	Poston Red Sox	1.026.140
7.	Detrot Tigers	884.630
8.	St. Louis Cardinals	830.483
9.	Philadelphia Phillies	852.746
10.	New York Giants	811.519
11.	Chicago Cubs	763,658
12.	Washington Senators	592.641
13.	Pittsburgh Pirates	574.747
14.	Cincinna i Reds	
15.	Philadelphia Athletics, g.,	363.015
16.	St. Louis Browns.	310.914
4 17.	The receipt of the second of t	010.019

A few driveins around the country are firting with police trouble via the post-midne of exhibition of films that wouldn't be allowed in the light of day. Responsible the dream who from our such owner policies fear showing of risque pix may give the entire trade a black eye.

Programs usually consists of burlesque films of the type that play exploitation houses. But the big point is that in many cases the ex-ploitation threades, since they're dealing in the open, have cleaned-up versions. The wayward drivein operators somehow come upon the

There can be no advertising. Word is "spread". Drive-in runs a regular film show for the family trade until midnight. Then, when the ramps are cleared, the "informed" set drives in and the "hot" reels are screened.

Legitimate theatremen in both the drivein and conventional field say the practice is engaged in by very tew sky-top theatre owners but it's these few who, unless carbed, could prove damaging to the entire trade.

Limited partnership investments in producer Michael Myerberg's upcoming film version of the Grimm fairy fale, "Hansel and Gretel," now total \$93,600 according to a certificate amending the original partnership which was find with the N. Y. County Clerk last week. Largest single investor is bested as Arthur Gray, Jr., who contributed \$25,000. Among other contributors are circuit exec \$1 Fabian, \$10,000, Actors Fund prize Watter Vincent, \$5,000; Caracel Myers, former actress and wite of Paramount sales chief Alfred Schwalberg, \$4,000; realtor-legit investor Boxer Stevens, \$2,000, and publicist \$5, Jay Kaufman, \$1,000, General partner Myetaerg's share of the profits will be 3,8447. Limited partner Myetaerg's share of the profits will be 3,8447. Limited partner Myetaerg's share of the profits will be 3,8447. Limited partner Myetaerg's share of the profits will be 3,8447. Limited partner Myetaerg's share of the profits will be 3,8447. Limited partner Myetaerg's share of the profits will be 3,8447. Limited

A bomb scare, apparently started by a crackpot, swept through Loew's both in New York and the Coast Monday '9'. New York City police received an anonymous telephone call early that day. Mystery caller said a bomb would be exploded at the Metro studio at 10 a.m. PCT and that a bomb would also go off in the homeoffice building on Broadway at an unspecified time.

Gotham police notified the Los Angeles police and gendarmes of both cities converged on the Loew's properties. Searches failed to uncover any bombs.

any bombs.

Homeoffice exers suspect a crackpot who has frequently called with thicats against the life of a Metro star.

George Arnold. Democratic candidate in Los Angeles for Congress, has accused the Eisenhower administration of a "do nothing policy" in its dealings with the motion picture industry.

General Motors would wall, be said, if the administration suggested that motor cars could be bought cheaper in Stuttgart than in Detroit. But, he added: "One of our big businessmen, now high in official Washington, stated the other day that Hollywood is too expensive and that films for the U.S. Information and Education Services should be spent in foreign countries where films can be made cheaper because labor abroad is cheaper,"

Protest by American Pictures over Ivan Tors Productions' use of the title, "Gog." made to the Motion Picture Association's Title Registration Bureau, comes up for arbitration in N. Y. on Tuesday 110', AP made protest on the grounds that it held priority to the title, "Great Green Og," and that Tors' "Gog" constituted "harmful similarity" in

Push Censorship

Continued from page ?

that Ohio's censor board statutes "preposterous" and ill dewere fined. Ohio board is guided by the provision that only films that are 'educational, amusing or harmless'

can be shown.

"La Ronde" was banned in New
York as being "immoral," but
didn't get rapped as being "obscene" or "indecent." Attorney thinks there is a chance the high court may go beyond the limited ruling it handed down in the case of "The Miracle" last year. Tribunal then stuck to the issue of "sacrilege" which formed the basis on which the New York Regents had withdrawn the Italian film's exhibition permit.

exhibition permit.

However, the judges did at that time break precedent in that the Court held that motion pictures, like the press, are a medium of communication and thus entitled to protection from prior censorship via the First and Fourteenth amendment to the Constitution. Ruling was too limited to knock the pins from under the seven state censor boards operating, but it opened the way for other appeals.

Police Less Onerous?

Police Less Onerous?

There is considerable question within the trade over what actual advantage is gained by kayoning state censorship since the impression is widespread that such a victory would be followed by a rise in municipal police censorship. However, attorney London argues that the industry would be far better off contending with municipal authorities than with state censor boards. Overriding advantage of getting rid of the state boards and pre-release censoring, is that the entire matter then can be put up to the courts. While its true that the police can close a house, it can only bring a complaint against a film. Newspaper crities will have had a chance to see the release and public pressure can be brought to bear against police censors.

Experience has proven that the courts are reluctant to overrule a duly constituted state board, so that the issue invariably has to be carried to the Supreme Court. Then, too, where the state censors have shown a tendency to be supercritical and conservative in their evaluation of films, and frequently request the elimination of certain seches, municipal action is apt to be far less harrassing and as a rule more straight to the point.

To support his impression, London points out that "La Rende"

To support his impression, Lon-den points out that "La Rende" has been playing in many of the non-censorship states and has run into very little trouble from police

titles. Irving Moross, eastern legal counsel for Columbia, which will release American's "Og," will rep indie firm in proceedings. It is latter company's contention, according to prexy Albert Zugsmith, that Tors switched from his original title of "Space Station, U. S. A." after AP had widely publicized its own upcoming film, "Great Green Og," Both are science-fiction yarns.

Edward R. Murrow's "See It Now" TV documentary on CBS will devote one air session to the launching of a big attraction by a major studio. "See Is Now" camera crew has been lensing footage on the 20th-Fex lot for "How to Marry a Millionaire." the studio's second CinemaScope release. Airing will coincide with the pie's Hollywood preem later this month.

Praise from an unexpected source has been bestowed on the Metro picture, "Julius Caesar" by the Theatre Guild, which usually looks askance at films. Organization has issued a pamphlet extelling the picture and has sent out forms to its members offering a 20% reduction on tickets to the show. Last film plugged by the Theatre Guild was "Come Back Little Sheba,"

Albert Maitz, one of the "Hollywood 10," has a short story in the current issue of "IWEN," a Red Chinese literary magazine whose November issue is devoted to the 36th anniversary of the Red revolution in Russia, according to a Radio Peking broadcast to this country. Maltz was described in the English language broadcast as "a progressive American writer," Howard Fast also has a piece in the issue.

Damage suit involving five western films, filed by Western Attractions against Astor Picture Corp. in Los Angeles Federal Court, was dismissed by Judge William C. Mathes as a result of a private settlement, reported in five figures.

Plaintiff had charged Astor with deducting distribution receipts not permitted in the contract signed in 1946.

Amusement Stock Quotations (N.Y. Stock Exchange)

		for Week				0)	
High	53 Low	V	Veekly ol. in	Weekly High	Weekly Low	Tues. Close	Net Change
15%	1256	Am Br-Par Th		1514	141/		for week
4934	381/4	CO CO 44 A 80	60	4934	1412	1458	+ 34
4934	381/4	CBS, "A"			4814	4938	+1
1736			, 21	4912	4812	49	+1
	1156	Col. Pic	20	1578	153a	1512	3 _g
121/8	77/8	Decca		834	838	858	- 1g
47	4158	Eastman Kdk.	140	471/8	4658	47	1 1 g
1438	1058	Loew's	305	1112	1078	1112	+ 12
73/4	41/8	Nat. Thea	146	61/8	53/4	618	- 4 14
303/8	241/2	Paramount	94	2778	2638	273%	+ 12
361.2	2738	Phileo	92	3014	295%	295%	- Tá
2938	2156			2358	2212	2212	- 38
43%	25%	RKO Picts	260	31/4	234	31%	+114
43/4	31/4	RKO Thea .:		412	33%	428	· min Ty
41/4	234	Republic	49	318	278	3	+ 18
115%	934	Rep., pfd	9	1014	1018	1014	-
1214	878	Stanley War.	97	101/2	1014	1014	-
1914	131/2	20th-Fox	352	1758	1678	1719	1 5 g
171/4	14	Univ. Pix	24	16	1538	16	1 14
6812	61	Univ., pfd	*50	621.2	621/4	6214	+ 3,
1714	111/8	Warner Bros.	82	1178	1114	1158	+ 38
84	6314	Zenith	46	7238	681/2	6812	+ 14-
Americ	an Sto	ck Exchange		-	. 1		
1734	914	Du Mont	117	978	91.6	915	- 14
416	27%	Monogram	31	4	378	4	- 4
1716		Technicolor .	107	1478	143%	1456	- 14
338	234	Trans-Lux	4	31/4	3	314	- 34
		unter Securitie			Bid	Ask	1.
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Ches	apeake	Industries			. 212	3	_
Polar	oid					45	+3
		tre:				915	- 12
		у				814	18
	al Vol						n, 17 : 5
		10					

(Quotations furnished by Dreyfus & Co.)

Goldenson on Exhibs Needs

Sweeping population changes must be taken into reckoning. Also about two-thirds of film grosses came from the under-30 age group and there has been an appreciable decline in this age group in the 10-year period ending in 1950 because of the low birth-rate prior to World War II despite an overall increase in population. And this has cut into grosses.

Goldenson sees this under-30 age group growing at the present time, and promising plenty of new patrons for theatres, if the industry, which he feels confident it would, goes after these new potential customers. New forms of projection 3-D, widescreen, etc.) is another favorable and potent factor.

Goldenson decried the change in trade practices stemming from anti-trust litigation. He felt that the film biz has had to abandon its oid practices of releasing films in a market through runs and clearances which were calculated to make use of its most potent form of publicity—word-of-mouth advertsing. Current system of multiple runs and clearances has so

partly-owned theatres and 12 jointly-owned with investors. Of these, the major share is located in key downtown or prime suburban areas. Our theatres are in some 300 cities and towns in 37 of the 43 states."

He pointed out that nearly 80% of the theatres are in areas which already have felt the impact of TV. He also cited that the company had disposed of a number of marginal operations which was the reason the corporation would wind up with less than the maximum of 650 theatres permitted by the decree. This left the company with a much sounder theatre portfolio and with room, once the divestiture requirements are satisfied, for the acquisition of open air auto theatres in profitable markets.

Goldenson traced the AB-PT record of capital gains and the book value for the analysts. The ABC portion of the company currently is proving unprofitable, he said, pointing out that the situation as te TV and outlay for improvements had brought this about. For further details see Radio Section 1 The company's 1953 theatre biz shows a definite improvement tor both the third quarter and first nine months of this year over 1952, he said.

Can Cop Censor?

Continued from page 7

censorship is invalid and opposed plaintiff had charged Astor with deducting distribution reccipts not permitted in the contract signed in 1946.

Leslic McFarlane, former hockey player, sports and fiction writer, official direction for "Here's Hockey," most recent release in NFB's theatrical direction for "Here's Hockey," most recent release in NFB's theatrical corner Tuesday (17) in St. Jean Baptiste Church, N. Y. (Lexington ave.). He had been publicity head for the Paramount Theatre for 25 years.

It should be noted that Eugene F. Walsh was named not only treasurity" in urer but also veepee of Universal at the company's board meet last week.



Razzle-Dazzle is the Showman's stock-intrade...It's the patron-lure that sells pictures... and builds patronage!...It's the glitter and glamor of motion picture merchandising! It's the seat-selling atmosphere that comes from "The Magic Touch of Showmanship"...and it results from plenty of HOLLER... from lobby, front and screen... from away-fromtheatre exploitation... from posting and Heralds and eye-filling newspaper ads!

In today's entertainment market your pitch must be more dazzling than ever ... with more SELL... more YELL... more SHOWMANSHIP than ever before!

So get on the Ballyhoo band wagon! Make it Big...and make it LOUD! Put the DAZZLE back in RAZZLE-DAZZLE and ring up the results at your Box Office!

NATIONAL SCIENT SERVICE



Clips From Film Row

NEW YORK

NEW YORK

Two new managerial replacements at the Rivoli by managing director Montague Salmon are Sidney Butler and Adonis Torres. Together with Frank Frola and Nick Justin, they comprise the full managerial staff under Salmon's direction.

G. L. Carrington, head of Altec Service Corp. in from Coast via last week's TOA-TESMA Chicago convention. He will huddle with local company exces.

Walt Disney's "Toot, Whistle, Flunk and Boon," first animated cartoon in CinemaScope and stereophonic sound, world preemed yesterday (Tues.) as supporting fare for "How to Marry a Millionaire" at State and Globe.

Producer Sam Katzman has given Herbert Marks agency exclusive casting job to provide any talent needed on location scenes of "Miami Story," Columbia pic now shooting in Miami, Fla. Barry Sullivan and Luther Adler are starred in film which is based on an original script by Jack Lait and Lee Mortimer.

PHILADELPHIA

Bob Hanover's Byrd Theatre is ringing back "The Red Shoes," is West Philly nabe giving the allet film its first largescreen

ballet him to branch showing.

Lou Formato, Metro branch head, named president of Motion Picture Associates. Sam Diamond, 20th-Fox exchange boss, is new

Mickey Shaughnessy, playing club date here, said Columbia signed him for "Pal Joey," in role of cafe owner. Catholic Standard and Times,

of cafe owner.
Catholic Standard and Times, official diocesan publication in Philadelphia, in an editorial blast against "Moon is Blue" at the Trans-Lux called the action of film house "a challenge thrown in the face of all Philadelphia Catholics."
Benny Harris' American Film handling Douglas Fairbanks, Jr., reissnes in this area.

MINNEAPOLIS

MINNEAPOLIS

Threats to boycott the teenagers, by refusing future admission brought an end to latter's picketing of two W, R. Hiller Marshall, Minn. theatres, Banners had been carried protesting against abolishment of Sunday student ticket privileges and urging adults to refrain from patronage.

In answer to suit to void sale of Time Theatre at Kenyon, Minn, defendants L. G. Garrett and associates deny any misrepresentations and fraud, and claim the reason purchaser and plaintiff John Krieps has been unable to make a go of venture is because he has failed to meet TV and other new competition.

"Greatest Show on Earth" being revived in Twin Cities nabe houses. Local indie nabe houses. Heights and Nile, although equipped for 3-D, played "I, the Jury" as a 2-D picture.

With, road legit shows almost

y payed of the Jury as a 2-D picture.

With road legit shows almost one-existent Lyceum, local home of the touring flesh, continuing to ofter reissued films, having just finished with "An American in Paris" and "Show Boat" on one bill and Ferrer's "Cyrano" on another.

ine arts Campus joining Lyceum



and Rialto in presenting occasional Swedish pictures.

Mort Elchenberg, just out of armed services, an addition to United Artists sales staff, succeeding Frank Eisenberg, resigned.

"Calamity Jane" racking up holdovers throughout territory.

Gil Swanberger, Bennie Berger circuit manager, celebrating arrival of third boy.

DALLAS

Deb Reynolds, formerly a partner in Superior Booking Service here with Marvin Goodwin, dissolved the partnership and opened his own booking office here. He was with Interstate 19 years as booker and buyer.

Fred Larned, buyer-booker for Astor the last two years, bought Capitol Pictures franchise from John Franconi, and opened office here.

here.
San Antonio Trades Council in cooperation with members of IATSE Local 07 and Stagehands Local 76 showing a series of films on a one-per-month basis.
Arnolfo Gonzales and Tito Sandoval, owners of Buccaneer Driverin and Avalon Theatre at Corpus Christi, announced plans for construction of new order for

Christi, announced plans for construction of new ozoner 'for Robstown.

Park Drive-In at Sweetwater sold by L. R. Manor to J. T. Carty and Ray Wilson. The ozoner's name was changed to the Mustang in honor of the local football team.

PITTSBURGH

PITTSBURGH

Two more neighboring communities voted on Sunday films at last week's election. They were Onionowship and Green Tree Borough. Drive-in theatres had been operating on Sundays without protest in those places pending result of special balloting.

Bob Suits, who was with WB theatres here in Ambridge and Clarksburg, W. Va., and before that was 17 years with Loew's, returning here for SW circuit as managing director for Cinerama at the Warner. It opens Dec. 9.

Dave Silverman, manager of RKO exchange, elected local Tent's delegate to international convention of Variety Clubs in Dallas next spring.

tion of Variety Clubs in Dallas next spring. Tony Colose, former Clearfield exhib, purchased Oscoola Theatre in Oscoola Mills from Nick Notop-oulos. Following renovations house will be reopened under this new management. Colose transferred his Roxy at Clearfield to Midstare circuit last summer. Notopoulos continues in exhibition at Bellwood.
The Ritz in Belle Vernon, closed

The fitz in Belle Vernon, closed throughout summer, reopened under a leasing management ag-rangement.

ST. LOUIS

The Gem. of the Rodgers Theatres, Inc., Cairo, Ill., relighted after facelifting.

The Ritz, East Alton, Ill., dark since last April, being remodeled into a three-store commercial building, by Sol Goldfarb. It was sole film house in town.

Annual Xmas party of Better Films Council of Greater St. Louis for the aged in Institutions will be staged at Fanchon & Marco's Fox.

Andy Dietz, head of Andy Dietz Enterprises and Co-operative Theatres back in hospital. He underwent major surgery several months ago.

LOS ANGELES

lease deal with United Artists calling for three pictures, starting with "Xtabay," to be filmed in Mexico.

Walt Disney's new releasing firm, Buena Vista Film Distributing Co., closed a deal with Fox West Coast for showing of a package at the Fine Arts Theatre, starting Dec. 17. It com: to of the featurength "The Living Desert," a live-action short, "Stormy the Thoroughbred," and a 20-minute cartoon, "Ben and Me."

CHICAGO

Charles Skouras, TOA Board chairman who suffered two heart attacks last Sunday (17, reported "recovering nicely" at Michael Reese Hospital; may plane back to Coast this week

Fred Mindlin, manager of Zieg-feld Theatre, reports last week's gross of "Captain's Paradise" sec-ond largest in house history.

ond largest in house history.
Several industries are bidding
for Rialto Theatre property in
Loop but so far no sale has been
nade. Hence, burley will continue
to operate.
Howard Lubliner, co-owner of
Clark Theatre, and Bob Harrison of
Goodman and Harrison chain off
on Florida vacations,

on Florida vacations.

Special meeting was called for Illinois Allied members at Blackstone Hotel last Thursday (5) to discuss CinemaScope with Spyros Skouras, Al Lichtman, Bill Gehring, Earl Sponable and General James A. Van Fleet, all here for TOA conclave.

TOA conclave.

Chicago Theatre spent approximately \$400,000 for complete refurbishing from old-style rococo to more modern decor. First time house was remodelled since its house was remode debut 32 years ago.

court of years ago.

Cliff Giessemann, Cinerama western zone manager, departed for Coast for San Francisco preem of the pic at Orpheum, scheduled for late December.

Cinema Lodge of B'nai B'rith holding informal square dance in Congress Hotel Nov. 24.

ALBANY

Fabian's Cohoes Theatre in Cohocs increased the weekend scale 5c for adults and children. Fabian first-run houses in Albany, Schenectady and Troy, upped the night and weekend prices around 5c last spring. Stanley Warner first-runs did likewise in Albany and Troy.

Ray Pollack, Schine Circuit feature booker for this district, recovering in the Gloversville hospital from chest injuries received in an auto accident.

PORTLAND, ORE.

M. Mesher's Oregon Paramount Corp. took over operation of 3,400-seat Paramount from Evergreen chain.

Complete overhaul started on Evergreen's Mayfair,

UA branch manager Jack
O'Bryan and Oriental manager
Herb Royster producing annual
Shrine Show of Shows.
Guild manager Marty Foster
and 20th-Fox news manager Frank
Breal promoting Liberace date
here Nov. 14.

OMAHA

Umana
Unusually mild weather enabled
Tower Drive-in at Holdredge, Neb.,
to remain open first two weeks of
November,
Paul Foreman named manager
of Town Theatre here to succeed
Othel H. (Jim) Schlatter, who resigned to enter advertising biz.

Briefs From the Lots

Hollywood, Nov. 10.

Lou Costello's illness caused an Indefinite postponement of the filming of "Fireman Save My Child" at U. . . Franklin Farnum and Mike Mahoney joined the cast of "Living It Up" at Paramount . . John Bromfield joined Pat O'Brien, Clyde Beatty and Mickey Spillane in the Wayne-Fellows production, "Ring of Fear" . Lenny Bruce signed for a comedy sequence in Panoramic's Thelma Ritter starrer, "Justice Brown," for 20th-Fox release . . Pandro Berman taking a six-month leave from Metro after the preem of Knights of the Round Table" . . Olin Howiin drew a role in "Them" at Warners.

Wayne-Fellows completed top

at Warners.

Wayne-Fellows completed top casting for "The High and the Mighty" with the signing of Wally Brown for the role of navigator ... Race Gentry drew second male in UI's "Echo Canyon," on location near Douglas. Ariz. ... Paramount signed Paul Mertz as musical advisor on "Living It Up" ... Jack Pepper joined the "White Christmas" cast at Paramount ... Hall Wallis handed Carol Brewster a featured role in "About Mrs. Lessie" ... Danny Kaye spent four days posing for still plx to exploit "Knock On Wood" at Baramount ... Shelley Winters will star in UI's "Playgirl," to be produced by Joe Pevney.

Columbia assigned Phil Karison to direct "The Wood Hawk," to be produced in Technicolor by Lewis J. Rachmil with Robert Francis and Donna Reed in top roles ... Extras are busy at Paramount with approximately 800 of them working in four pictures ... Fredric March plays the admiral role in Periberg-Seaton's "The Bridges at Toko-Ri" at Paramount ... Dick Keene reurns to Paramount, where he once was under contract, for a role on "White Christmas" ... Hank Mann, veteran comedian, plays a busboy in Hal Wallis" "Living It Up" ... Cy Roth prepping "Stone Dragon" for production in Japan early next year ... National Legion of Decency handed "B" ratings tobjectionable in part) to Paramount's "Flight to Tangier" and RKO's "Marry Me Again".

Metro bought "Rogue Cop," a novel by William P. McGivern ... Paramount signed Steve Rowland for a juve role in "About Mrs. Leslie" ... Wayne-Fellows Productions signed D. Ross Lederman as associate producer ... Blythe Daily returning to the screen for a role in "A Star Is Born" at Warners "God Fire Echo Canyon" ... Chester Erskine signed Jes White for a role in "Mintess to Murder."

Universal-international picked up Marcia Henderson's player option ... Panoramic's "Gatling Gun" will be released as "The Siege of Red River" ... Chester Erskine signed Jes White for a role in Witness to Murder."

Universal-international picked up Marcia Henderson's player option ... Panoramic's "Gatling Gun" wil

with an Australian company, will produce "Man Tracks" there next Spring.

Hal Wallis bought "The New York Story," authored by Julius Epstein, as a starter for Dean Martin and Jerry Lewis . . . Metro assigned Richard Thorpe to direct "The P. O. W. Story," to be produced by Henry Berman from a script by Allien Rivkin . . Frankie Darro returns to films for a role in "Living It Up" at Paramount . . Byron Haskin returned from N. Y. where he tested 24 stage and TV players for roles in George Pal's "Conquest of Space" at Paramount . . Mabel Albertson drew a featured role in Hal Wallis' "About Mrs. Leslie" at Paramount . . Victor Savilie signed Barbara Knudson for a role in "The Long Wait."

Indie producers Al Zimbalist

Wait."

Indie producers Al Zimbalist and Jack Rabin signed Bill Phipps for three pictures, "Baby Face Nelson." Miss Robin Hood" and "Pirate Women," with the possibility of a fourth, "Robinson Crusoc on Venus", Henry and Phoebe Ephron checked into 20th-Fox for a polishing job on the script of "There's No Business

Like Show Business". Sam Katzman signed John Baer for a role in "The Miami Story" at Calumbia . Jack Cole checked in at Columbia as dance director on "The Pleasure Is All Mine". Harold Hecht hired 387 Piute and Migwah Indians to make like aborigines in "Broncho Apache". Robert Goldstein signed Billy Daniels for a role in "Cabaret," to be produced in England next Summer . Vanessa Brown will star for 20th-Fox in a film titled "The Bride Wore Pajamas," to be filmed in Hawaii in January.

Reissues, Dubs

Continued from page 3 =

the second feature, practical experience points the other way.

It's like taking a poll of New

Yorkers on "What newspaper do you read?" one exhib commented ruefully. "If you'd believe the result, half of New York reads The

sult, half of New York reads The New York Times every morning. And then you take a look at The Daily News circulation figures and something's obviously wrong."

Idea of substituting dubbed foreign pix for American films on the lower half of double bills isn't new and, exhibs say, will be put into practice more frequently as Hollywood sloughs off the "B"s. Example is cited of "Rome 11 o'Clock" which played the RKO circuit with subtitles. subtitles.

'Robe's Minimum Run

subtitles,

'Robe's Minimum Run

Long runs engendered by
CinemaScope pix—if they materlalize as expected in the wake of
showings of "The Robe"—will put
the squeeze on the subsequents,
observers say. It's pointed out, as
an example, that RKO already has
contracted to play "The Robe"
over the entire circuit for a minimum of two weeks. That's bound
to send those houses that depend
for product on the RKO split looking for fill-in pix.

Exhibs opine that, as long as they
stick to double features, they may
be better off coupling a new film
with a reissue than using a programmer. "Hollywood makes a lot
fewer 'B's these days, but those
that do come out are often below
blg-city standards," one theatre op
complained.

Opinion prevails that, once dubbing methods are reasonably perfected—as they now seem to be—
there will be little public resistance to pix that have been given
the lip sync treatment. Example
cited is "Anna" which turned out
to be a heavy grosser all over the
country and even did well in the

cited is "Anna" which turned out to be a heavy grosser all over the country and even did well in the ozoners. Currently on Broadway are two dubbed imports—"The Little World of Don Camillo" at the New York Theatre, and "Queen of Sheba" at the Astor. The dubbed "Three Girls From Rome" recently exited the Globe.

Co. Galway, Eire. Amidst magnificent scenery. salmon fishing available. Imposing residence. 5 bed-rooms, bathroom, 3 reception rooms, cloaks, kitchen double Aga cooker. Double garage. Electricity, 10 acres. Immediate possession. Price only £2,000 Freehold. Fox & Sons, 44-52 Old Christ-church Road, Bournemouth,

New York Theatres

- RADIO CITY MUSIC HALL . MEN'S "KISS ME KATE" storing KATHRYN GRAYSON - NOWARD KEEL ANN MILLER .
Philographed in ANCCO COLOR - Fried by TECHNICALOR
and SPECTACOLAR STATE PRESENTATION



IT'S THE SMOG, NOT THE SMOKE

Brownell Vs. Switch-Hitter

Last week U. S. Atty. Gen. Herbert Brownell moved to execute Last week (). S. Atty, Gen. herbert brownen moved to execute the promise he made in a Boston speech last August. It is his purpose to enforce the conflict-of-interest statute to halt the now commonplace- practice of attorneys in Government employ switching sides, taking jobs and fees with and from private industry in cases where as insiders they knew the full data and seators, included.

dustry in cases where as insiders they knew the lath strategy involved.

How far Brownell will actually go remains to be seen. But network officials were quick to remark the implications. Broad-casting has frequently hired regulatory officials who thereupon began defending trade situations they had earlier attacked.

Perhaps half a dozen former members of the Federal Radio and its successor, Federal Communications Commission, have taken creamy jobs in the industry. That is only the more visible part of the switch-hitter system. There has been increasing criticism of Government counsel, engineers and examiners associating themselves with consulting firms.

CBS Tells Godfrey to Do a LaGuardia; 'When I Make a Mistake, It's a Beaut!'

Public relations braintrust at the Columbia Broadcasting System has now advised Arthur Godfrey to remain mum until the tidal wave of pan mail subsides. After that Godfrey will kid himself on the air, like everybody else, adopting the stratagem of the late mayor of New York. Fiorello LaGuardia, who once got himself off the hook of adverse public reaction to a political appointment by frankly saying. "When I make a mistake, I make a beaut."

This policy helps explain God-Public relations braintrust at the

beaut."

This policy helps explain God-frey giving his personal okay to Capitol Records, which is rushing out a phonograph record satirizing the Godfrey-Julius LaRosa fuss. Godfrey's approval was legally necessary because of the provisions relative to unauthorized parodies.

Capitol's satire is by Stan Fre-berg, whose satire of the TV pro-gram, "Dragnet," has been a best-selling disk,

Just Love Those Two

Albany, Nov. 10.

Albany, Nov. 10.

Arthur Godfrey, during a discussion over CBS radio and TV a week ago (2) with Frank Parker (who said he (Parker) would have to be "dislodged" from the show—he knew "a good thing" when he saw it, declared that he (Godfrey) cared only for two groups: the audience and his performing company, "I don't care about the rest." Godfrey stated in an emphatic tone. Parker quipped that he had been kept busy "answering questions over the weekend." Singer (Continued on page 46)

(Continued on page 46)

'Bonino' Axing Now Official

Axing of "Bonino" on NBC-TV is now official, with Ezio Pinza & Co. departing the Saturday night situation comedy series as of Dec. 26. Biow Co., agency for the alternating sponsors, Philip Morris and Lady Esther, indicated last week that the exit might be near with statement that client and agency were "kicking the subject around." Incidentally, the Lady Esther outfit, based in Chicago, is being sold by the First National Bank there facting for the estate: to the highest bidder tomorrow (Thurs.) "Bonino" ratings, while never in

"Bonino" ratings, while never in Bonno" ratings, while never in the stratosphere class, have been reasonably good. It's berthed between "Ethel & Albert" and "Original Amateur Hour," with the Ted Mack show and Pinza stanza pitted against Jackie Gleason's hour on CBS. Of the couple of dozen new shows this season, "Bonino" has been running in the Top 5.

NBC at this late date may be

NBC at this late date may be hard put filling the spot, but one "in-work" show in the house package class is in the running, this being the Mickey Rooney vidpix series. "in-work" show in the house package class is in the running. this being the Mickey Rooney vidpix series.
"Bonino" blackout would make the second for the eiggie this season. "Pentagon USA" was lifted and "Philip Morris Playhouse" rushed in the second for the eiggie this season. "Pentagon USA" was lifted and "Philip Morris Playhouse" rushed in the second for the eiggie this season. "Pentagon USA" was lifted and "Philip Morris Playhouse" rushed in the second for the eiggie this season. "Pentagon USA" was lifted and "Philip Morris Playhouse" rushed in the second for the eiggie this season. "Pentagon USA" was lifted and "Philip Morris Playhouse" rushed in the second for the eiggie this season. "Pentagon USA" was lifted and pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and "Philip Morris" Playhouse" and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season." Pentagon USA" was lifted and pentagon used to be the eiggie this season. "Pentagon USA" was lifted and pentagon used to be the eiggie this season." Pentagon USA" was lifted and pentagon used to be the eiggie this season. The eigen used to be the eiggie this season. The eigen used to be the eiggie this season. The eigen used

Doctors Ban Ads

Widespread public criticism salesmen dressed up in hite coats impersonating of salesmen dressed up in white coats impersonating doctors on sponsored programs has finally forced the American Medical Assn. to rule that hereafter its Journal will accept no eigaret advertising.

Actually, it is thought that the AMA Journal considered banning eigaret ads as long ago as 1948 but doctors notoriously move slowly.

Biow's PM Acct. In Jeopardy Due To Samish Case?

A tax evasion suit against Coast lobbyist Arthur Samish in San Francisco has touched off a myriad of conflicting testimony, that may have sharp reverberations on Madison Ave.'s ad alley. Key question of the week is whether the Biow agency will retain the Philip Morris account over \$4,000,000 in TV alone in 521 after Biow prexy Milton Biow and PM board chairman Alfred E. Lyon offered conflicting versions of who gave Samish what for his services in landing the Schenley liquor account for the agency. agency.

agency.

Ciggie firm has already moved its Dunhill account over to Hewitt. Ogilvy. Benson & Mather. That happened last week, and it's not known whether it's a consequence of the Samish case. Implications of the affair, however, extend even beyond PM, with the possibility that the conservative Procter & Gamble, which intensely distikes publicity of the type created by the Samish case, may decide to pull out of Biow also.

Blow, testified that for his help.

Biow testified that for his help via a friendship with Schenley (Continued on page 44)

SARNOFF TO DEDICATE SEATTLE INSTALLATION

SEATTLE INSTALLATION
Seattle, Nov. 10.
The world's most powerful radio transmitter, a 1,000,000 watt station at Jim Creek in the cascade foothills north of Seattle, will officially become an installation in the 13th Naval District on next week (18). While a Navy project. President Eisenhower has designated Brig. Gen. David Sarnoff, beard chairman of Radio Corp. of America and the "daddy" of modern radio, to inaugurate it officially. cially,

PLEASES TOBACCO

By ROBERT J. LANDRY

Advertising agencies with cigaret accounts and the officials of leading tobacco houses in New York were quietly pleased last week about the report, just out, of the American Cancer Society, This report does not exactly defend chainsmoking as a chief cause of the alarming rise in lung cancer, but alarming rise in lung cancer, but does throw the spotlight upon an-other possible irritant—the air we breathe. Researchers attached to the U. of Southern California, which supplied the data behind the Cancer Socjety's report blame 'polluted air' over big cities and industrial centres and also "sus-pects" gasoline exhaust incident to the wellnigh universal bottleneck-ing of traffic all over the land.

Admen and tobaccomen are pleased to have themselves even partly taken off the spot. There has been some undercover fear that medical and temperance movethat medical and temperance move-ments might stir the nation, or an appreciable articulate segment, against radio and television pro-grams for "selling a social evil." A wag has described cigarets as "a good, cheap, universally avail-able vice for man, woman and child."

Asked how they explained "polluted air" getting into more male than female respiratory tracks, a Manhattan agencyman said: "We don't. We just think cigarets have been unfairly singled out by busybodies and we're glad to have some other possibilities publicized." The 19% increase in lung cancer in the past 10 years has greatly upset the medical profession and churchmen. Men are hit 3-4 times more often than women but, say the prophets, the future statistics will level out and in perhaps 20 years women, latecomers to chainsmoking, will achieve equality with their mates in incidence of lung cancer.

"Social Evil' Angles Asked how they explained "pol-

in incidence of lung cancer."

'Social Evil' Angles

Until now the tobacco houses have been gratified that the debate has been confined to temperance and medical bodies and has not too nuch impacted the public. Several doctor conventions have passed resolutions demanding that the tobacco interests finance "Impactial scientific research" to determine the pathological guilt or innocence of spuds. It is known that strenuous efforts have been made to line up the Methodists and Baptists, once the backbone of the Drymovement, against Demon Tobac-(Continued on page 34)

(Continued on page 34)

Raye's Day Off

Martha Raye finally gets a day off for extremely good behavior. NBC-TV's "All Star" cutup and NBC-TV's "All Star" cutup and endurance crown claimant was to guestar on Milton Berle's show last night (Tues.) and comes up Sin-day (15) on Colgate "Comedy Hour." So for Saturday "All Star Revue" on Nov. 28 she'll take a

Heading the 90-minuter (pre-empting "Show of Shows") will be Phil Harris, Ben Blue and Mary McCarty.

Sam Levenson

throws a nosegay to a yesteryear era with a sentimental

> Prose Poem . . .

another editorial feature in the forthcoming

48th Anniversary Number

VARIETY

SHARE-THE-BLAME Govt. License Fee Seen for AM-TV Stations; Scale Presents Problem

Who's the Gainer?

Washington, Nov. 10.

If a system of license tees worked out by the FCC, ii compliance with a Budget Bu-reau directive last week, will the Government be any bet-ter off?

What, it's being asked here, is to prevent broadcasters from charging off the fees, as a part of cost of doing busi-ness, from their income taxes?

Colgate Finally Shows Its Rating Heels To 'Toast'

Colgate's "Comedy Hour" on NBC-TV finally showed its beels to Ed Sullivan's CBS-TV "Toast of the Town" on Sunday (8), after taking a beating from that source for three weeks running, Jonany Durante with guestar Frank Sinatra pulled a 31.6 Trendex, while Sullivan with a load of opera stars—Robert Merrill, Roberta Peters, Richard Tucker, Rise Stevens, Cesare Stept — plus comies Victor Borge and Sam Levenson, rated only 25.6.

Borge and Sam Levenson, fated only 25-6.

"Toast's" biggest crusher vs. "Comedy Hour" was its Oct. 25 score of 47-9 to Donald O'Counor's 11-2. This was Julius LaRosa's first of two appearances on the CBS'er, with the second LaRosa week giving "Toast" a 37-4 against a 19-5 from the combination of Bud Abbott (without the ailing Lou Costello and guestars Martu & Lewis. The only one who made it close against "Toast" this season was Eddie Cantor on Oct. 18 when he drew a 24-8 to the opposition's 25-9. In closing the gap and going ahead on Sunday, the Colgate show had to turn over a total of nearly 24 points on the scoreboard. It seemed to be a case of LaRosa's pop crooning plus newly-louid public appeal being superior on the Trendex measurement to multiple opera names.

ZENITH PROFITS UP 59% FOR NINE-MONTH SALES

Zenith Radio reports net profits totaling \$4,098,074, or \$3,32 a share, for the first nine months of 1953, a boost of 59% over the \$2,576,212, or \$5,23 a share, carned in the same period last year. Nine months' sales rose, 52% to \$125-762,591, frameworks. 762,591 from \$82,563,305 a year

ago.

Not profits for the September quarter hit \$1,321,834, or \$2.63 a share, on sales of \$43,555,447.

Company also revealed it is planning to produce a limited number of color sets, using its own color tube developed by its Rauland substitiery.

Pacey, De Groot Head Up

with its key problem to does that of binding an audience for 18 new schedule of fall shows. ABC-TV and ABC-Radio last week launched a series of regional metalings on publicity, promotion advertising, with Jack Paccy, neighbor and the control of the meetings of public affairs chief, and Mitch De Groot, advertising director, heading up the meetings.

First confab, which was attended by about 50 station managers and promotion exces, was held in New York Friday [6]. Paccy and De Groot left for a series of six more meetings, first of which was in Cleveland Monday [9]. They'll end their tour in Minneapolis Nov. 23.

Washington, Nov. 10.
Radio and TV stations will probably be required to pay license tees annually to the Government, under an executive order issued last week. The order calls for regulatory agencies, including the FCC, to report to the Badget Burean by May I on compliance with instructions to seek a formula for charging for services provided by the Government. The order carries out a provision of the Independent Offices Approprlations Act of 1952.

of 1952.

Commission heads planned to meet this week to determine a course of action in carrying out the directive and to prepair a motice of carry proceedings to take testimony from bremsees and other interested parties. The order requires the agencies to announce their proposed fees by next Feb. I.

To directive requires that tees be based "to the tullest extent possible" on the agencies in the conduct of their activities.

Question of fees has been under

question of fees has been under themson by agency officials for meny years and comes in whenever the Commission's amount request for operating funds is heard by Congressional Appropriations. Committees At hearings last spring before the Senate Committee, Charman Rosel Hyde pointed out that FCC operations, particularly through licensing of commercial mondeast stations, more than paid for themselves through taxes collected from the radio and TV equipment manifacturing in dustry. However, Sen Leverett Saltonstall (R-Mass.), chairman of the Appropriations subcommittee in charge of regulatory agencies, remarked that other agencies make similar claims.

Problem of charging fees is (Continued on page 38)

Ready \$1,600,000 **KLAC-TV Sale**

Hollywood, Nov. 10.

On the block for some time KLACTV probably will be sole this week to the Sar Diege Cimon for approximately \$1,600-000, James Copley, awner of Copley Press, which has 15 oap as units section, including the Cimon has been dickering with the KLAC TV management. Initial talks were believed to have begun in September when owner Dorothy Schut, was here Don Fedderson was man agen of the station until Sept, 15 when he resigned to go into the television packaging business.

It's been an open secret for some

It's been an open secret for some time that the station was on the block Management has been joint ing personnel to-effect economic Properted deal involves the tel-station only, with Mrs. Schiff re-taining KLAC; the AM outlet.

PUREX MOORE BOWOUT BUT 2 OTHERS COME I

cey, De Groot Head Up

ABC Regional Ad Meets
Whith its key problem to does
of binding an audience for 188 schedule of fall shows, ABC and ABC-Radio last week needed a series of regional meets on publicity, promotion "call errising, with Jack Paccy, ne's on publicity, promotion "call errising, with Jack Paccy, ne's olic affairs chief, and Mitch De soit, advertising director, headpot, advertising director, headBut Leter in the week Maslane
But Lottles on CBSTV after Moore Show" on CBSTV after Show is of CBSTV after Moore Show on CBSTV after Show is on Established as the free show is piece on the seven and a half minute point, advertising director, head-

Moguls May Restore AM-TV Baseball Ban as Result of High Court Ruling

Washington, Nov. 10. In a decision which may have far-reaching impact on Govern-ent policies with regard to restrictions on sports broadcasts, the Cl. Supreme Court yesterday (Mon.) held that organized baseball is not subject to antitrust laws. Ruling, upholding legality of the so-called "reserve clause" which gives baseball clubs certain which gives baseball clubs certain property rights over players, may result in restoration of the ban on broadcasting and televising of ma-jor league games, rescinded by baseball when the Department of Justice threatened suit.

It's likely the decision will legal-

It's likely the decision will legalize broadcast restrictions on proand college football. Justice Dept.
bas a suit pending against the proNational Football League, which
reluxed to drop a ban on telecasting of games. Although this case
involves right of the League to
restrict broadcasts as well as to
hold players in reserve, it appeared that in view of the Supreme Court decision the D. of J.
may drop the suit. Restrictions
on televising of college games
have brought complaints to Justice, but action has been deferred,
apparently, pending outcome of
the pro-football suit.
Importance of income from ra-

the pro-football suit.

Importance of income from raóio and TV rights to baseball was
cited before the high tribunal during arguments on the baseball
case. Lawyers for baseball players attacking the reserve clause
claimed that with radio and TV
bringing in 10% of revenue of
major leagues in 1950, the game

najor leagues in 1950, the game is definitely interstate commerce. In hls dissent to the majority opinion, Justice Harold H. Burton alluded to the game's revenues

(Continued on page 46)

Kay Armen Set to Head Up 90-Minute WNBC Stanza On 'Food Night' Buildup

Singer Kay Armen has been wrapped up by WNBC to head up a 90-minute Thursday stanza—8 to 30 p.m.—to be lamiched Nov 19 on NBC's N.Y. flagslip. This would displace the networked Roy Rogers show and "Father Knows Best" (General Foods) and "Truth or Consequences" (Pet Milk) on the Gotham outlet. In the case of the GF shows, sponsor pays the bill on a portion of the net only and the shows ride as sustainers on the remainder.

'Idea held by WNBC g m. Ham-

on the remainder.

Idea held by WNBC g m. Hamilton Shea and manager Ernest de la Ossa is that the Thursday time spot in X.Y. should be built up as 'Food Night,' with the stores getting their biggest_play then in the normal pre-weckend bönanza. With this in view, Miss Armen will be given the 'Kay's Cafe' treatment, backing her vocal chores with jukebox-styled record spinning, designed ad libs and off-the-cuff gab based on an emporism centrepiece. Musical assists by a trio will be interlarded with situation comedy stin's by an unknown who's subject to a buildup. Station is daugling the tormat to a trio will be interfarded with sit-uation comedy stirts by an un-known who's subject to a buildup. Station is daugling the format to sponsors for the three balf-hours, with one reportedly already on the verge of coming in.

General Foods has apparently not been able to click with spot-helting its identity locally; a fact which probably helped to open up the local time.

CBS SETS RECORD WITH 9-MONTH SALES, UP 28%

CBS sales totaled a record \$223 CBS sales totaled a record \$223, 109.649 for a nine-month period ending Sept. 30, with third-quarter biz also hitting a record peak of \$71.855,969. The nine-month sales mark represented a 28% increase over a similar period last year. Third-quarter earnings were 23% over last year's previous record last.

Midnight Mass Reprise
NBC-TV is again providing
the time for the Christmas
Eve midnight mass from St.
Patrick's Cathedral, N. Y., running to 1:45.

Program will be kinnied to the Coast for midnight there.

Auto-AM Romance -Up to a \$ Point

One of the real Ripleys of the broadcasting business has been slowly developing to the point where some program sales chieftains see red every time they think about it. It goes something like this: Every sponsor—at least through his ad agency—is more or less aware that one of the chief reasons for the upbeat in radio set sales is the fact that the average man wouldn't be found dead without a receiver in his car. More conscious of this than anyone else is the automobile manufacturer conscious of this than anyone else is the automobile manufacturer himself, since it's he who provides the compartment. Receiver sales this year are expected to add about 10° or 11,000,000 to the 1952 tokal of 110,000,000 sets spread over the U.S. A substantial part of that rise stems from AM as an autoaccessory.

So what happens? So this hap-So what happens? So this happens: Auto manufacturers or dealers or both have been falling all over themselves to hitelt their wagnes to important local and network segments, with this season marking perhaps the greatest surge in that direction. A sponsor with four wheels on his mind and a place to put them has only to put a show on the air and—presto petrol!—he's followed onto the ozone by his competitors. competitors.

So: virtually all the auto money for programming has been going into television.

Jack Paar Finally Gets Regular Show on CBS-TV: Web Makes Some Shifts

Web Makes Some Shifts

Jack Parr finally gets a regular morning show on CBS-TV, but to fit the in-again-out-again performer into the scheme, the web was obliged to make a number of Friday shifts. Paar will have a half-hour Friday stanza at 10 starting this week (13). The hourlong "Wheel of Fortune" sustainer is gushed back to 10:30 in the "Friday the 13th" process. In turn. "I'll Buy That" is ousted from 11-11:30 and plays in the 2 to 2:30 Thesday and Thursday niche, alternating with the M-W- "Double or Nothing." Seeman Bros. has the first quarter hour segments of "Buy." Arthur Godfrey, of course, still rides the weekday 10 to 11:30 slet except Fridays.

Paar will be supported by the Pani Campa for seed to the part of the part o

slot except Fridays.

Paar will be supported by the Pupi Çampo orch and the stanza becomes a showcase for vocalist Edith Adams, who's been on an Eileen upbeat since opening in Rosalind Russell's "Wonderful Town" on Broadway, plus singer Richard Hayes, Al Span is producing and Burt Shevelove has been brought over from the Red Buttons show to direct, with Larry Markes scripting.

NBC tele in toying around with a personality to throw against God-frey in the dally texcept Fridays ayem sweepstakes.

Pontiac Money Still Going Garroway's Way

Pontiac Motors is so happy about its bankrolling of Dave Garroway's new Friday night show on NBC-TV that it's giving him a "bonus."

Record increases refer to Co-bimbia Records, CBS-Ilytron, CBS-Columbia as well as CBS-TV and ed. "Today," two-hour ayener, and Radio. Nine-month profit after with the pluss running from Dec, taxes registered a 49% increase over the corresponding period last year, with third-marter after the tax cut increased by 73% McManus, John & Adams is the over a similar period in 1952.



JIMMY NELSON

DANNY O'DAY AND HUMPHREY HIGSBYE ERSONAL MANAGEMENT LOUIS W. COHAN 1776 Broadway, N. Y.

'American Year' A **CBS-TV Annual** 1-Shot Pubserv

On the CBS television agenda for the end of the year is one of the most ambitious one-shoters for fhe end of the year Is one of the most ambitious one-shoters ever assembled in the public service category. It's called "The American Year" and will be put on for an hour on Sunday, Dec. 27, at 3 p.m. Sig Mickelson, CBS-TV director of news and public affairs, is masterminding the program, which is being shaped as a current history review encompassing the major events of the year, and will not be merely "a patchwork of isolated and seemingly widely separated episodes." Net's newsfilm department recordings will be specially edited from year-round, global coverage drawing on 3,000,000 feet of photographic reportage from 250 correspondent-cameramen.

Aimed as an annual video event, show's primary aim, Mickelson declared, is "to place the historic moments of the past 12 months before viewers in proper perspective" and is show the intervolutions the

ments of the past 12 months before viewers in proper perspective" and to show the interrelationship between a drought in Texas and a riot in East Berlin, between a palace revolt in Teheran and a gasoline price war in Jersey City.
"American Year" will be reined by Altred Butterfield, exce producer of the CBS-TV news and public affairs department, with David Zellmer as associate and Don Hewitt directing.

Father Peyton's 'Hour' To Get Mutual Spread

Albany, Nov. 10. Father Patrick Peyton's Family Rosary and Family Theatre will present "The Thankful Hour" over present "The Thankful Hour" over the Mutual network Sunday night, Nov. 22, with Ethel Barrymore, Ann Blyth, Bing Crosby, Jeff Chandler, Keete Brasselle and Nan Merriman starred. Program will dramatize the story of "a discour-

oramatize the story of "a discouraged young man who rediscovers himself by discovering America." Father Peyton will also offer "Dawn of America." a filmed version of Christopher Columbus tale, on tele stations Mhroughout the country No. 22-29.

Self-Addressed

Washington, Nov. 10.
An FCC notification of a hearing, usually called a "Me-Farland letter." was sent last week to none other than former Sen. Ernest W. McFarland (D., Ariz.) himself, author of decistation requiring various changes in FCC procedures. McFarland. FCC procedures McFarland. FCC procedures McFarland. FCC procedures McFarland. FCC procedures McFarland. Former Senate majority leader and member of the Interstate Commerce Committee, is the principal stockholder in Arizona Television, Inc., one of three applicants for channel 3 in Phoenix. Hearings on the contest will soon he held.

Also a s'ockholder in Arizona Television is Edward Cooper, former administrative aide to McFarland and now director of TV. for the Motion Pleture Assn. of America.

'Black Tuesday' Vs. Berle

Black Tuesday Vs. Berle

How Milton Berle in his NBC-TV Tuesday eight-to-niner has left a long trail of wounded and dead rivals in his wake over the past five seasons is strikingly brought out in a Berle vs. the field compendium that represents television's highest competitive mortality to date (summer shows are not counted). Berle actually got launched in September, 1948, but the full record against the other three nets starts with his show of March 8, 1949. Except for the usual summer hlatus and one-a-month rotating stanzas (such as Buick's), the comedian was on for Texaco ("Star Theatre") until June 9 of this year. On Sept. 29 he returned from the summer gap with a new boss, Buick (with Bob Hope on every four weeks for General Foods, similar to the pattern from the fall of '52 forward, when it was Joe E. Brown for Buick on "Circus Hour," with Bert Lahr slotted for one of 'em last June'. The opposition threw just about everything in the book against Berle and the attempt at building summer replacements into seasonal stickers was largely n.s.g., with only a few making the gsade and then going the way'of all flesh and film when it came to flaunting the red flag in front of the comic to make it a permanent race. In this hot weather picture, the CBS column was a blank, while ABC almost managed to make a go of it with "Enchanted Road" some four years ago. On DuMont's summertime tubes, "Court of Current Issues" did reasonably well in bridging the gap three or four years back and "Keep Posted" later on put in a good bid for longtern attention.

Of the important seasonal rivals thrown to the wolves by CBS, even Frank Sinatra had to call it quits after a run from October, 1951, to the following March, with Sam Levenson getting an even briefer exposure starting in the spring of '52. Larry Storch's fight for the web started a year ago last month, dividing the 8 to 9 hot seat with Red Buttons. Storch called it a day in early December and Buttons a couple weeks later, but latter was switched to Monday where he's been in a

The three-web scorecard vs. Berle;

CBS
Court In Session
Sugar Hill Time
Command Post
(U. S. Army)
Sure As Fate
Prudential Pl'house
Frank Sington

Prudential Prhouse Frank Sinatra Sam Levenson Draw to Win (H. Morgan) Pontiac Film Theatre Leave to Larry

Red Buttons Ernie Kovacs Film Feature Gene Antry (8:00 p.m.)

Red Skeltor (8:30 p.m.) recard vs. Berle;

ABC

Feature Film
Town Meeting
Enchanted Road
Film Masterpieces
Buck Rogers
Mysteries Chinat'n
Dick Tracy
Buck Rogers
Il wood Mystery
Charlie Wild
What's On Mind?
How Did You Get
That Way?
Met Auditions
Free World
Date With Judy
Complete Theatre
Levolor Theatre
Levolor Theatre
Feature Pl'house
White Camellia

We love Dogs Encore Pl'house

DuMont
Feature Theatre
Court Current Issues
Hopkins Science Rev.
What's the Story?
Keep Posted
Power of Women
Where Was 1?
Bishop Sheen
(Dec. 2, '52)
Big Issue
Wisdom of Ages
Melyyn Douglas
Two to Go
Music Show
One to Go DuMont

One to Go Bishop Sheen Panto. Quiz

'Let's Pretend' Still Locked Out at CBS As Squawks Mount

As Squawks Mount
Looks like the CBS Radio, "Let's
Pretend" won't have a New York
outlet for at least a month, after
talling victim to local slotting.
WCBS, flagship of the web, was
awarded the Saturday 10:30-11 a.m.
period a couple of weeks ago for
the John Henry Faulk series. With
phones and the mails bringing
daily protests, CBS has been scurrying around to find a new local
time for the 24-year-old kid program created by the late Nila
Mack. There'll be no open time,
however, until after the grid season, with "Football Roundup" taking up three and a half hours on ing up three and a half hours on Saturdays.

End of the griddery will open up the 2.05 to 2:30 p.m. local spot on Dec. 5, and if plans work out, "Pretend" will then be back in full web schedule.

Lawrence New Nat'l Head Of Radio Writers Guild

Hollywood, Nov. 10. New national prexy of the Radio Writers Guild is Jerome Lawrence, unopposed at the election held last

Gomer Cool was elected western region v.p. Named to two-year terms on the western council were Sidney Marshal, David Friedkin, Jerry D. Lewis and Francis Van Hartesfeldt. David Greggory and Lester Farber tied, and RWG hasn't yet decided what to do about the tmusual situation.

ABC-TV Perks At D-M's 'Jamie' OK

While ABC-TV hasn't exactly been cheerful over the ratings its new crop of shows has received, one bright note was—streek last week when Duffy-Mott decided to pick up the second cycle on its alternate week sponsorship of "Jamie,"

"Jamie,"

Apple products concern is in for 52 weeks, but with cancellation privileges on 45 days' notice for each 13-week eycle. If D-M had decided to cancel, web would have received word Friday (6) at the latest, But D-M, via Young & Rubicam, is going along with the Monday night Brandon de Wilde starrer, presumably because of the strong 17.4 rating the show pulled in the first October Nielsen, with Perry Como opposite on CBS only a few rating points ahead.

Since the web feels that it will

a few rating points ahead.

Since the web feels that it will take time and time alone to build up ratings for the new shows, Duffy-Mott's decision to string along comes as a shot in the arm for the ABC brass. If the rest of the web's sponsors do the same, they feel, the net will be able to solidity its new schedule without having to foot a large sustaining bill.

Polly Bergen's 'Baby'

Jerry D. Lewis and Francis Van Hartesfeldt. David Gregory and Lester Farber tied, and RWG hasn't yet decided what to do about the umusual situation.

Pauline Hopkins was elected to a one-year council term. Chosen as alternates were Peter Dixon. Anthony Ellis, David Nowinson and Richard Pedicini.

SO WHICH RATING D'YA READ?

Skelton's 'Include Middle Plug Out'

Red Skelton seems determined in more ways than one these days to carve out his destiny in the video sweepstakes with his own particular ideas visa-vis his CBS Tucsday show. Although virtually everyone in his corner has been trying to persuade the comic to scram his 8:30 p.m. berth smack in the middle of Milton Berle's hour on rival NBC in favor of a Saturday at 7 spot, to take advantage of his potential kid appeal (plus little competition in that slotting), Skelton prefers to battle it out with Berle.

Last week the buffoon took still another tack calculated to strengthen his segment at a point where he feels it's needed most. That was elimination of the middle plug for Geritol which appeared to some as lending better continuity to the Skelton Shenanigans. Whether Edward Kletter Associates, agency for Geritol, will go along permanently with the scheme remains to be seen, but that the middle blackout is a Skelton-originated device seems beyond doubt, because it's known that he's been plugging for the halfway no-plug for some time as an "experiment" and until proved wrong, that's the way he wants to play.

It's also no secret that the funster is against the midway commercial for all shows (except, presumably, the participating stanzas). In support of Skelton's contention, most objective appraisers with no stake in sales have been on record against the own-the-middle interruption, with viewers apparently more "kindly disposed" toward sponsor products where and whenever such spottings are axed. The "hard-selling" boys are of course largely in the opposite camp, but there are some agency exces who believe that the days of the up-and-at-em middle commercial are numbered from a realistic point of view—it cues the viewer to a fadeaway while he opens that bottle of beer or listens with one ear (if that) but doesn't look.

In TV, they need his eyes as well as his ears.

WIP Airs Court Perjury Hearing With Judge's OK, in Face of Reprisals

Philadelphia, Nov. 10.

In the face of almost certain legal reprisals, radio station WIP made a precedent-shattering broadcast Friday night (6) of a courtroom case involving perjury charges against a Philadelphia magistrate

magistrate.

WIP had obtained permission from Judge Edwin O. Lewis, of Common Pleas Court, to set up recording equipment for the entire session. The case concerned charges of subordination and periory in a numbers writer's arrest brought against Magistrate Joseph P. Molinari by District Attorney Richardson Dilworth. The principals are political foes.

The hearing ended about 4 p. m.

trichardson Dilworth. The principals are political foes.

The hearing ended about 4 p. m. Thursday (5) and doubt was raised on the legality of the Broadcast skedded for that same evening. Judge Lewis' action in permitting the station to record the hearing was without precedent. When defense Attorney Lemuel B. Schofield entered the courtroom with his client Molinari, he promptly questioned the presence of the broadcasting equipment—mikes on the lawyers' tables, at the witness box and on the judge's bench.

The broadcast got a temporary halt Thursday evening, when Schofield called the station two hours leefore the time set for the show to start and announced that his client not only refused permission but that if WIP did broadcast the proceedings he would sue the station.

WIP made interim announces.

WIP made interim announce (Continued on page 46)

500G Glamorene Exiting Y&R

Blame It On Friday

It's Black Friday for Bill Leonard on his morning "This is New York" over CBS Radio this week (13). Leonard had wrapped up former President Harry S. Truman to analyze the world situation when the roof fell in, with the ex-White House occupant cancelling the local airling as he became one. local airing as he became em-broiled with Atty. Gen. Her-bert Brownell Jr. on another airing — the Harry Dexter White alleged espionage case. Playwright F. Hugh Herbert pinchhits for HST.

TA's About-Face Okays M-L Show **For Fund Drive**

Martin & Lewis will stage their Thanksgiving Eve television pitch for Muscular Dystrophy via ABC-TV facilities as a cuffo affair, fol-lowing days of concentrated nego-tiations with Coast Theatre Anthortiations with Coast Theatre Authority, which sought to cancel the show but reconsidered yesterday afternoon (Tues). Monday night 68. Muscular Dystrophy, faced with what appeared to be a final nix from TA, offered to pay the acts, but after reviewing the entire project, TA reconsidered and said M & L could hire the acts for the show on a cuffo basis.

Latest status of the show is this:

the show on a cuffo basis.

Latest status of the show is this:
it will be cut down to two hours,
airing over the ABC net (72 stations thus far from 11 p.m. to 1
a.m. (N. Y. time) en night of Nov.
25. Show will be blacked out in
Los Angeles, where it will originate, so as not to interfere with
the Community Chest drive there,
but will be played back via kinnie
a few days later. TA will be paid
a certain amount for each act, as
is customary.

Glamorene, the carpet cleaning chemical which leaped to big sales in past couple of years, is about to exit Ruthrauff & Ryan. Whether agency kicked out the account or like account walked is not clear, Billings ran to perhaps \$500,000 annually, much of it in TV spots. Originally used Dave Garroway. Glamorene account may switch to the downtown New York and agency. Albert Frank-Guenther Law Change of shop will presumably come momentarily. Product is manufactured and wild by the three Hulsh Bros., a former radio announcer former takes and former commercial and its, respectively. They took up this line after their dad, a chemist, respectively. They took up this line after their dad, a chemist, or the show, and also because it objects to network telethons in principle. It was then that Dystrophy millions.

POSE PUZZLERS

All the elements which have combined this season to project audience research to a position of in creasing importance in the television field have served to point up what's been a continual problem since the rating business got its start in radio-"which rating d'ya read?" The eagerness with which networks, agencies and clients have hopped on the first ratings of their fall entries now has turned into something akin to bewilderment as the different research services put their shows in different positions with differing audience sizes.

with differing audlence sizes.

It's by no means a new problem, but it's highlighted this year by the astronomical cost figures, by the nighttime SRO of CBS and NBC and by ABC's big push for a place in the network sun. And when, for example, three services rate ABC's top new show at three different levels, with as much as 10 rating points of variance, there's cause for confusion and concern among network, client and agency. Variations aren't limited to the

among network, client and agency. Variations aren't limited to the mass of middleclass entries, but extend right to the top programs. While Nielsen rated 'I Love Lucy' tops for October with a 65.9. American Research Bureau for the same period rated "Lucy" second behind "Dragnet" with a 60.2. It's a difference of 5.7 points, plus the presultage factor of which one is in first place. Nielsen rated "Dragnet" second with a 56.5 while ARB had the show first with 64.2, an even greater difference of 7.7 points. Superficially, it wouldn't seem to make much difference which is first, but due to the fact that two competing cigaret companies are the bankrollers, there's a world of difference. difference.

Primary Seat

Primary Seat

Philip Morris has been in the TV primary seat with "Lucy" for a couple of years now, and its displacement as tele's top show would have strong reverberations both at CBS and the Biow agency. Likewise, Cunningham & Walsh would like to show Liggett & Myers that 'Dragnet' has taken over PV's top spot, and NBC, atready behind CBS in billings and still losing ground, would like to be able to pin a feather in its cap. But which rating d'ya-read?

Similarly, ABC hasn't had it too easy on the rating end of its new ratings than with others. Trendex, pointing, but more so with some web's new fall lineup proved disapschedule. Initial results of the which has spot service with its 10-city poll, flashed a 92 on the board for Dandy Thomas' "Make Room for Daddy" show in its third time out on the web (Oct. 13). ARB was nationwide, embracing all TV markets: Trendex only covered 10 major cities. But 10 points is a lot of difference, and if ABC, American Tobacco and BBD&O and Speidel and SSC&B were permbed, it was understandably so. To top it off, the first October Nielsen (covering the week before) gave Thomas a 142. So which rating d'ya read?

Danny Thomas has an amusing piece

You Think I'm Kidding!

in the forthcoming

48th Anniversary Number

VARIETY

BIG VARIATIONS MBS Mollifies Affiliates, Nixing Program Plan; 14 Co-ops a Problem

Actor Bites Back

Actor Bites Back

Peeved by the potshors N Y,
Herald Tribme radio TV critic John Crosby has been making at him and his show,
George Jessel did an un-theam reply Sunday (3) on his
ABC-TV show. "There's a tellow on a paper whose name is
'Crosley,' " Jessel told his andience, "who hades me mine
than the Arabs. There's no
accounting for tastes; this gny
wrote in his column that he'd
prefer seeing a gorilla to Ava
Gardner on TV." He asked his
andience whether it agreed,
and concluded that "there's no
accounting for the strange

and conclided that "there's no accounting for the strange people in this world." Firthermore, Jessel revealed yesterday "Ties", one of his sponsors, B. B. Rol-Rite Pen, has just renewed for 26 weeks, in spite of the criticism lev-elled at the show.

ABC-TV To Buck Sunday At Eight With Hour's Melo

ABC-TV is virtually set to take the big step into the completely NBC-CBS dominated Sunday 8 to 9 p.m. period after the first of the year, with the idea of incking the comedy-variety monopoly of NBC and CBS with an hour-long melodrama. Alexander (Sandy) Stronach, the web's vp., said the network is carefully exploring the cost and clearance factors involved and will make its final decision will be affirmative.

Idea is in the program would be mystery or melodrama in a full-hour version. It would use in large measure an offsereen narrator (who might also be a character in the plot), enabling the web to get elects that might otherwise he too difficult or expensive to produce No cast or properties have been set yet, but the net has been considering a couple of possible producers. It would be a network package.

Currently, ABC-TV has the

cers. It would be a network parage,
Currently, ABC-TV has the
Notre Dame football films in the
8 to 9 slot, but those will end
shortly after Thanksgiving, Conceding the virtual impossibility of
saktion, a Sinday might padd. ceding the virtual impossibility of nabbing a Sunday night andience with comedy-variety apposite
NBC's Cotgate Comedy Honr and
CBS' Ed Sullivan-Tosst of the
Town." ABC has gone along on the
theory that it's got to use a diferent programming tack. With
football out of the way, it's following up the same theory with
the mystery segment. Football was
sold on a co-op basis, but the mystery segment will be up for national sale. Until the series is
ready in January, the web will install three one-shot Christmas
packages in the Sunday night time.

DALY NABS 2D SPONSOR FOR ABC-TV NEWS STRIP

Mutual network quickly and decisively withdrew its new programs-for-payment affiliates plan last week and will restore all afbiliation contracts to their old status effective Jan. I. Move came five weeks after the plan went into effect, following loud protests from many affiliates and a threat from one group to withdraw from the network and start a national programming net by itself.

Action was taken immediately after the Mutual Affiliates Advisory Committee, meeting in New York, recommended it be shelved. Vie Diehm, who was elected chairman of the committee during the meeting, announced that since the plan required complete unanimity among the stations in order to be successful, and since it obviously doesn't have it, MAAC was recommending it be dropped.

Meanvalue, Mutual this week was working on the problem of what to do with the 14 shows fix been feeding the stations as free co-ops. Network Invested \$1,000,-000 in the programs, and with the shows in for at least 13 weeks with only five weeks, completed, must continue to carry them. What the web may do is to put the shows, which included Peter Lorre, George Sanders, Sir Cedric Hardwick and Madeleine Carroll starrers, up for national sale, withdrawing them from the co-op picture. There again is a problem, howeyer, since some shows are already sold locally. The Shadow," for example, is sold in New York on WOIL, representing a big obstacle to sale of the show to a national bankrofter.

Web is also multing new ways and means of solving the intricate question of how to here sponsors. Institution of the plan, with its no-station-payment feature, would have enabled the web to formulate new attractive sales tormulas, but now attractive sales to the old status.

have enabled the web to formulate new attractive sales formulas, but now it's back to the old stains. Understood, however, that it's milling a possible extension of its Multi-Message Plan to other hours of the day. Plan, which was the germ of the entire new affiliation concept accupies the 8-9 p.m. period secons-the-based. MAYC mass expected to take

riod across-the-braid.

MAAC mas expected to take some action to modify the inner objectionable leatures of the plan to mothis the dissenting stations, but it wasn't expected to drop it completely. It fook Mufinal off the brook however, by pointing out that it was MAAC itself which had broached the idea to Mufinal in the first place at its Cape Cod meeting last June.

Future of 'Author' Still Unresolved

Future of "Author Meets the Critics," which was suddenly Critics," which was suddenly dropped without notice by DisMont a comple of weeks ago, is still uncertain, with the network maintaining it intends to reschedule it in a Sunday slot and the producers claiming the network has given them no definite word that it is taking the show back. But the web has scheduled a staff meeting for today (Wed) to discuss details of rene collating for the show.

Program was shifted to Wednesdays four weeks ago when the web reshuffled its Thursday night sked to insert local programming in the 9:30-10:30 p.m. time. "Stars" on Parade." a revised cell 'gu of the air Force's "Guide hight' show, moves into the Wedn sates four Critics."

Jin Caddigan, DuMont program chief, said "Critics" was lopped because the web felt if would do better in a Sunday exposine, and in "about four or five weeks," as soon as the football season ends, it would be scheduled next to the hom-long Chicago Symphony peogram. He said he was uncertain whether it would be on before the dropped without notice by DaMont

John Daly, who started his erpostthe-board news strip for ABC-TV
a month ago with American Home
Products picking up half the bill,
has nabbed another sponsor. If:
Rea-Lemon, which will earry half
the show on the Tuesday and
Thursday segments.

Sale, effective either Dec. 1 or
8 date's not firm vet), leaves only
half of the Monday, Wednesday
and Friday segments unsold. American Home has half the show fire
hights a week. Program, incidentally, is increasing its station lineup, with several more keys giving
up local time to carry the show in
It the past comple of weeks.

'Poor Planning, Operation' to Blame For UHF Flops; Criticism 'Unjust'

Albany, Nov. 10.

"Poor planning, poor site selection and poor operation are responsible for any of the failures that have occurred in UHF television." Ben Adler, president of Adler Laboratories, New York, and consulting engineer to WTRI-TV, said at a luncheon meeting in the DeWitt Clinton Hotel here Thursday (5) arranged by Van Curler Broadcasting Corp. for area television set distributors. When properly planned, sited and managed, UHF operation is highly successful, Adler declared.

Commenting on the "unjustified" criticism voiced of UHF—there has been plenty of it here. Adler stated it disappears once the station gets on the air. Several attendees suggested an accelerated advertising campaign hereabouts on UHF.

Adler cited as one of the most

advertising campaign hereabouts on UHF.

Adler cited as one of the most serious UHF mistakes the situation in Atlantic City, where setowners were advised not to have outside antennas. As a result "the station was almost ruined." In Milwaukee, on the other hand, a UHF station, successfully operating, has 90% of its viewers located within a seven or elgbt mile range; about 75% of the sets, within that circle, are functioning effectively via inside antennas.

The speaker strongly urged that an outside antenna be erected, at

The speaker strongly urged that an outside antenna be erected, at the beginning, on all set installations for WTRI-TV even though the station's signal might be brought in clearly, in many places, with an inside job.

Adler, Richard B. Wheeler, new general manager of WTRI, and Paul L. Jacobson, treasurer, emphasized that the station—operated by Col. Harry C. Wilder and Fahan Enterprises, would not go on the air until everything was "set." Wheeler told Variery that, barring unforeseen weather conditions, it Wheeler told VARIETY that, barring unforeseen weather conditions, it would begin operating in January. Construction of a transmitter building is underway on Bald Mountain, 1,100 fect above sea level, near Troy.

WTRI'S Grade A circle was placed by Adler as west to Amsterdam, north to Corinth, south to Cossackie and east to Hoosick Falls—approximately a 35-mile arc.

Gleason, CBS Slapped By \$2,000,000 Infringe Suit On Sketch Mimic Claim

Philip Rapp. who claims he created "The Bickersons" for radio prior to 1946, last week filed a \$2,000,000 infringement suit in N. Y. Federai Court against CBS, Jackie Gleason Enterprises and Gleason. Action charges the defendants with appropriating his Idea as the basis of a sketch tagged "The Honeymooners" in Gleason's CBS-TV show.

show.

Rapp asserts he submitted his property to CBS at the request of the net, which implied it would pay "reasonable value" for the show. Instead, he contends, the chain and Gleason buriesqued "The Bickersons" in "Honeymooners" without permission.

sons" in "Honeymooners" without permission.
"Honeymooners," Rapp complains, is written so that the general public would believe it's seeing a TV version of "Bickersons." This, he maintains, represents unfair competition and has hampered him in selling four "Bickerson' film shorts which he produced at a cost of \$100,000. Suit asks \$1,000,000 actual dam-

a cost of \$100.000.
Suit asks \$1.000.000 actual damage plus another \$1.000.000 for punitive and exemplary damages. In addition, temporary and permanent injunctions are sought to restrain CBS and Gleason from using "The Bickersons" on radio and TV.

Al Larson To Phoenix

Phoenix, Nov. 10.

Appointment of Ai Larson as commercial manager of KPHO-TV was announced last week by station's general manager, Richard B. Rawls.

Larson is the former local and regional sales manager of WOW-TV, Omaha, and has been with that outlet since 1938 in various radio and TV capacities. Both WOW and KPHO, AM and TV, are owned by Mercdith Publishing Co.

'Father' Strip's TV Rights

Hollywood, Nov. 10.
Exclusive TV rights to the George McManus comic strip, "Bringing Up Father," have been acquired by Barney Gerard through a deal with King Features

Syndicate.

Gerard produced the "Jiggs and Maggle" series for Monogram and is familiar with the characters in the strip. The TV series will be produced with a new format.

ABC 'Earning Its Keep' In '54

ABC "should show a good profit in the fourth quarter" of this year, and if public and sponsor reaction to the web's new tele programming schedule continues good, the web "will be weil on its way toward earning its keep in 1954," Leonard Goldenson, president of American Broadcasting-Paramount Theatres, said last week. He revealed that the web had suffered a greater loss in the first nine months of this year than in the same period in 1952, attributing it to cost of improvements in facilities and talent expenditures.

Speaking before the New York

ties and talent expenditures.

Speaking before the New York
Society of Security Analysts, Goldenson also waxed buillish on radio, declaring that ABC radio "continues to be profitable both on the network and local level," and predicting that it "will continue so for a long time to come." He expressed a "firm conviction that radio is here to stay."

Referring to cost of overhauling

a "firm conviction that radio is here to stay."

Referring to cost of overhauling the TV net's operations since the merger of ABC and United Paramount Theatres, he revealed that some \$4,500,000 has been committed for the improvement of the net's facilities, plus a "substantial amount" for program development. In addition, \$8,200,000 was spent to retire the ABC debt. He said that while sale of WBKB in Chicago to CBS resulted in a net capital gain of \$4,200,000, the network suffered via temporary loss of the station's earning power. In the first nine months of 1952, he said, the station carned \$1,500,000.

While bullish on the net's operations and of the opinion that "ABC has turned the corner," Goldenson emphasized that the net still has problems, the chief of them the clearance question. He said the web has encountered difficulty in clearing major markets "even for our bigger programs."

SOLONS' PHILLY PROBE ON TELE FOR A FIRST

ON TELE FOR A FIRST

Philadelphla, Nov. 10.

WFIL-TV will telecast the hearings of the House Committee on Un-American Activities to be held in the U. S. Courthouse here, Nov. 16-17-18. Hearings will be conducted by Committee Chairman Rep. Harold II. Velde, (R., III.); Rep. Francis E. Walter (D., Pa.), and Rep. Bernard W. Kearney (R., N. Y.).

The House Committee is coming to Philadelphia to investigate alleged Communist Party Infiltration into the city's public school system. The entire proceedings will be presented to local viewers, with Charles H. Harrison, WFIL-TV news and special events director, acting as narrator.

At hearing recesses, Harrison will bring on participants for comment and fuller explanation of Issues Involved. All of WFIL-TV daytime programs have been shifted to permit the telecast, marking first time such an event has been televised in this city.

Seattle—Herb Robinson, Scattle newspaperman, has been named news editor of KOMO-TV here, and Merle Severn appointed news

WCBS-TV Bard Cycle

A Shakespeare cycle of four programs is being whipped into shape for "Camera Three," WCBS-TV Saturday afternoon cuitural show which wiil launch the series Nov. 28. CBS flagship in N. Y. will treat "Shakespeare the Man," "Hamlet" and a pair on the Bard's comedies and tragedles.

King To Head Up **U.S. Info Agency** Radio In Paris

Appointment of Eugène King.
WEEI program director, as chief of the radio branch of U. S. Informa-WEEI program director, as chief of the radio branch of U. S. Information Agency, headquartering in Paris, was announced here yesterday (Mon.) by agency chief Theodore Streibert. King, who joined WEEI July 6 following a 20-month stint as radio chief of Mutual Security Agency in Paris, leaves the Hub post Friday. (13) for two weeks of confabs in Washington, followed by another week's briefings in New York before taking off for Paris.

Deal was set at the Government's request by Strelbert, with whom King was associated for seven years at WOR prior to moving to Hub's WCOP in 1947, and Frank Stanton, who granted King a year's leave of absence from CBS to oversee our radio activities in all NATO countries. Amusing angle to the King appointment is that, due to recent French strikes, his household effects were strikebound and arrived there last month, only to be repacked and reshipped.

Since his return here last summer, King, an Ohio State grad and prez of its New England Alumni Club, has been lecturing at Boston U. on current affairs.

WHLI TO BOW 'SERVANT **OVERALL PUBSERVICER**

OVERALL PUBSERVICER

"Operation Community Servant,"
WHLI, N. Y.'s plan to hypo its
overall public service programming, will make its bow on the
Long Island indie before the end
of the year with 29 community
service projects.
Plan calls for special talks by
congressmen from Washington as
well as state senators and assemblymen from Albany. Educational
programs, according to Paul Godofsky, indie prexy and generai
manager, will couple with broadcasts from 80 school districts and
30 industrial plants. Station, investing in additional Mini-Tape recorders for on-the-spot broadcasts,
will realign duties of four of its
14-man news crew and complete
construction on an additional studio.
"Servant" shows, arranged on a

construction on an additional studio.

"Servant" shows, arranged on a free time available basis to 2,000 L. I. communities, include a college series with Hofstra and Adeiphi groups as well as four other educational showcasers. Revamped public service programming will not be opened to sponsors.

Cincinnati—Hulbert Taft Jr. was elected president and David Taft executive vice president of Radio Cincinnati. Hulbert Taft Sr. becomes chairman of the board. Concern owns WKRC-TV, AM and FM, and the recently-acquired WTVN, Columbus.

N.Y. Election Dud

N.Y. Election Dud
With Robert F. Wagner, Jr.
showing early strength at the
polls in his successful bid last
week as the Democratic candidate for mayor of New
York, the TV election coverage, both newswise and sponsorwise, proved one of the
biggest flops in years. All
major candidates conceded to
Wagner around the 9 p.m.
mark, so everything screened
after that was mostly repetitious and strictly anticlimactic. Advertisers figured they
took a big shellacking in
downbeat viewer interest.
Not so radio—always better
geared to turn in spot reports
and, as a result, coming
through head-and-kilocycles
above television.

Borden's Finally Makes Smith Hour; **Cues Hot NBC-TV Daytime Activity**

NBC-TV Preps Comedy Starring Helen Halpin

Envisioning a bigtime TV future for Helen Halpin, the singer-come-dienne who did summer duty on the Hoagy Carmichaei "Saturday Night Revue" show on N3C-TV, the Night Hevue" show on NSC-TV, the network is preparing a pilot on a half-hour situation comedy with Miss Halpin as the star.

Show will be groomed as a night-time entry for the network.

Teleset Ownership Set For January

ownership has been underwritten by the CBS Television Network and is currently being made by the A. C. Nielson Co., with the measurement to be announced early in January. Oscar Katz, the web's video research director, said it's the largest such study ever undertaken and the first since the spring of last year. It's designed to give the industry accurate, updated figures on receivers and will include, for the first time, both VHF and UHF owners. The last Nielsen Coverage Service analysis of such ownership was made in May, 1952, and the current project would be the first since rescinding of the FCC's freeze on new stations. A. C. Nielson Co., with the meas-

ership was made in May, 1952, and the current project would be the first since rescinding of the FCC's freeze on new stations.

Count on TV homes is underway via questionnaires from a panei of 100,000 homes, using a "probability sample" set up originally by personal interview. Nieisen outfit will go into the nation's 3,000 counties in a sweeping survey devoted exclusively to TV ownership. "Conflicting estimates of ownership, the rapid rise in set sales, the opening of many new stations, and the development of UHF have all pointed up the urgent need for this survey." Katz said, noting that the web is sponsoring the study as a service to advertising and broad-casting. CBS plans to put out the results in a county-by-county and cluster breakdown, with the totals to give the picture on set ownership as of early November.

Apparently the omission of nearly two months to complete the calendar year is based on the theory that a minimum number of sets will be bought from this point on, the public being attuned to "wait for color receivers." In other words, purchases until Dec. 31 are not figured to amount to enough as an error margin to throw the Nielsen findings out of kilter on a county basis.

MUTUAL'S LETTER PITCH FOR SLUGGISH POW'S

Mutual network, all its 560 af-filiates and American Federation of Labor commentator Frank Ed-wards last week launched a camof Labor commentator Frank Edwards last week launched a campaign calling upon listeners to write letters to the 22 American POW's who have refused repatriation, urging them to change their minds. Edwards is making pitches in all his newscasts, asking listeners to phone their local Mutual outlet for names and addresses of the GI's.

outlet for names and addresses of the Gl's.

Network has furnished all affiliates with the list of names and their address. Edwards gives no names over the air but simply pitches the idea. Stations supply names, particularly of those of the 22 who lived in their region. Project has the okay of the Defense and State Depts., and has secured backing from veterans and civic groups.

WJBK UPS LIPSON

Detroit, Nov. 10.

Harry R. Lipson has been appointed to the newly-created post of assistant managing director of WJBK-AM, FM and TV. He will continue to head all sales activities.

Lipson has been with the station five years.

As part of an unusual flurry of money action on the NBC-TV day-time schedules. Borden's Instant Coffee has finally come to roost on Kate Smith's hour. Some week's ago Borden's pacted for participations which got an airing, it having been discovered by the veepee in charge of product conflict that Universal Appliances was a KS sponsor.

Since that outfit plugs a coffee-maker, Borden's got the "so sorry" routine and went over to "Hawk-ins Falls." But patience is its own reward and Borden's hell-bent-for-Smith has come to pass. With Universal ankling the show after contract expiration on Jan. 6. Borden's Instant will step into the quarter segment at 3:30 Wednesdays for 24 weeks.

Also signed for the next show is Luden's for Thursdays. sharing the 3:15:3:30 segment with Purex on a nine-week deal. Open spots on the Kate Smith program are the first 30 minutes Monday through Wednesday, the first 15 on Thursday and 45 minutes on alternate Fridays. Gerber Products has extended its contract 26 weeks to June 16 from an original 13-week deal.

deal.

Also on the web's daytime front is "good news" for "Hawkins Falis" after the here-and-there routine by Borden's. With latter's pact expiring Jan. 6, Wesson Oil & Snowdrift Sales Co. of New Orieans moves in on that date for Wednesdays and Fridays on a 52-week wrapup (SOS has the Tuesday and Thursday niche) of the strip.

day and Thursday niche) of the strip.

There's also been a switch in the two strips segueing from "Hawkins." Starting Dec. 1 "Three Steps to Heaven" will be berthed at 11:15 with "the Bennetts" spotted at 11:30. Procter & Gamble will pick up the check three times in one week and twice the next for a full year on both shows (Tuesday, Wednesday and Friday), and the web is scouting around for sponsors on the open days.

Full Dress Treatment For Red Barber Switch To Yankee Ballcasts

To Yankee Ballcasts

Red Barber's switch from the Brooklyn Dodgers to the N. Y. Yankees for ballcasts will represent more than a mere change of stations (from WOR-TV and laterly WABD to WPIX). For his 15-minute pre-and 10-minute postgame pitch next season he's working on a format that will accent the instruction, kid appeal and fearer's story aspects of baseball and will go heavy on players, umpires, diagrams, farm system exposition and other values which have had little play among ballcasters.

Whether Barber will also handle some play by play with longtime Yankee caller Mel Allen depends on negotiations with the sponsor, Ballantine (the pre and post segments will be underwritten by R. J. Reynolds for Camel Cigarets). Should that end of it work out. Barber will thus be on another cigaret and beer kick, since his sponsors in Dodgerville were Lucky Strike and Schaefer. Next year will be his 25th in broadcasting.

Meantime, Barber's "Peak of the Sports News" on CBS-TV Saturdays will end its 13-week cycle Dec.

5. It's Commercial Solvent Corp's first TVer on its anti-freeze and the plugs stop with the advent of cold weather.

FCC Okays KGW Sale

FCC Ukays KGW Sale

Seattle, Nov. 10.

Purchase of radio station KGW,
Portland, by KING Broadcasting
Co. here and a group of Portland
by KING Broadcasting
Co. here and a group of Portland
the FCC.

New owners of KGW are incorporated under firm name of North
Pacific Television, Inc. Officers are:
Gordon Orput, president; Mrs. A.
Scott Buillitt, executive v.p.; Henry
Kuckenberg, v.p.; Paul F. Murphy,
v.p.; Prescott Cookingham, secretary and W. Calder McCall, treasfurer. Mrs. Builitt is head of KING
Broadcasting Co.

KGW was soid by S. I. Newhouse, who bought the station and
the Oregonian in 1950.

CBS ON 'COLOR CADRE' BINGE

Performer or Pitchman?

Use of TV stars as pitchmen on their own shows has now reached the point where decision by some agencies on whether or not to buy a show is predicated on the willingness of the program's star to become a part-time salesman. One top video performer turned down a sponsorship deal this week because the agency as a condition to the deal demanded he make a personal pitch for the product. In nixing the offer, he said making a pitch would lower his own dignity and appeal, lessen the impact of the show, and eventually lose much of its audience. This "fixation" on the part of the agencies, he declared, is going to destroy the very thing they're trying to create.

Meanwhile, the Television Code Review Board of the National Assn. of Radio & Television Broadcasters has called on NARTB members to clearly designate as "dramatized" any commercials featuring endorsements made by actors portraying members of the medical profession. Action follows complaints by the American Medical Assn. to the effect that the public was being misled by the "men in white" pitches in video. Code Review Board has asked that where a medical pitch is made, members use a slide either before or after the commercial, reading. "the following for preceding message) is a dramatized presentation." NARTB Code already calls for members to make it "apparent from the presentation itself that the portrayal is dramatized." but the Board said there have been reports of "continuing instances" where it was not "reasonably apparent" that the presentations were dramatized.

L.A. Warned On Fraudulent Pitchmen: **FCC Eyes Area For Possible Action**

Hollywood, Nov. 10.

Bernard H. Linden, Los Angeles area chief of the FCC, has warned television and radio stations the Commission has a national hunt on, aimed at fraudulent pitchmen on TV and AM, with all complaints about such spiels being sent to Washington for possible action.

If complaints are found valid, the FCC will either turn them over to the Dept, of Justice for criminal prosecution, or set a hearing on renewal of application for the station involved, he said.

Situation was spotlighted locally when the L. A. police bunco squad arrested four men on charges of participating in fraudulent vacuum cleaning video pitches. Immediate result was that the company was tossed off KTTV.

Linden at a meeting with local radio and TV exces warned them. "It might be a good idea for some stations now out of order to clean house. Eventually the Federal Government might have to step in, and it would be best for you to clean up now."

Public reaction to fraudulent

it would be best for you to clean up now."

Public reaction to fraudulent pitches on AM and TV ultimately will force the FCC to take action. Linden said. Asked if he was keeping an eye on any particular L.A. TV or AM stations, he answered. "I would rather not say."

Linden said the FCC must exercise caution in its drive, because of censorship regulations in its code. "We can't step in and say something is fraudulent before it's on the air. And we have not as yet been instructed to go into people's homes to find out if a product is, being sold on a basis of fraud or misrepresentation." he said.

FCC has a new setup whereby it can issue cease and desist orders

issue cease and desist orders (Continued on page 46)

Parker's 4-Way TV-AM Yule Push

Parker Pen Co.'s \$700,000 bundle for overall holiday promotion will not limit its gunffre to the special Sunday, Dec. 6, show, displacing Hallmark's "Hall of Fame" hour on NBC-TV. With the alternate Sundays of the web's "Meet the Press," a sustaining half hour Revere Copper is the skip-week sponsor, the pen outfit has earmarked Dec. 20 for its one-shot latchon. Parker has also taken successive Mondays (Dec. 7 and 14 on the Chi-originated "Welcome Travelers" in the 4:15-30 slot alternately sponsored on the net by P&G.

Parker has gone radio too, buy-ing into "Fibber McGee & Molly" thrice weekly under NBC's "Timee Plan" setup first and only other participator, is Toms using "Fib-ber" and the two other shows in the setup...)

Jerome Lawrence and Robert E. Lee

have an amusing piece satirizing the hucksters

From Here to Eventually

one of the many bright pieces in the upcoming

48th Anniversary Number

VARIETY

Quinlan Barrage Smacks Atlass In Chi 'Merger' Feud

Chicago, Nov. 10.

The rivalry between the two Chi "merger babies" — ABC's WBKB and CBS' WBBM-TV—has erupted into a bitter fend that transcends the usual intra-trade pulling and hauling in a hotly-competitive TV market.

Latest barrage came from the ABC front, with WBKB general manager Sterling (Red) Quinlan dubbing CBS veep II. Leslie Atlass remarks last week (in Vantery) on the local situation an "unjustified and unwarranted attack on a fellow broadcaster."

"The whole thing smacks of an alibi for the difficulties Atlass has encountered in translating his TV is just radio with pictures' thesis into actual practice," Quinlan asserted.

The ABC exec took strong exception to Atlass' statements comparing the bill and program status of WBBM-TV and the pre-merger WBKB. He challenged the CBS topper to a "let's look at the recoid" debate before any appropriate forum.

Quinlan was especially burned.

Quinlan was especially burned.

(Continued on page 44)

BLOCK TO EMCEE CHI AUD PARTICIPATIONER

Chicago, Nov. 10. tion to Hal Block, onetime "What's My, the ser Line" regular on CBS-TV, has Does signed with WGN-TV to host a upheld

SETS, 1ST UNIT ON PROGRAMS

That the CBS eye is firmly fixed on color is reflected in a blueprint for daytime programming that represents the web's most important step thus far in the approach to "Operation Rainbow." At this point, most of the plans stemming from the office of network program v.p. Hubbell Robinson, Jr. revolve around "Tint Triumvirate" headed by Richard Lewine, supervisor sof daytime programming who's been assigned as executive producer charged with forming an integrated unit devoted wholly to color formats.

Lewine's chief lieutenants are Lowine's chief Heutenants are Carlton Winckler, production man-ager of the net's program sector, who will handle the physical end of the color scheme, and George Jenkins, top Hollywood, video and Broadway scenic designer, with years of experience in Technicolor pictures, who has been tapped as chief of color decor for the web.

pictures, who has been tapped as chief of color decor for the web. Trio has been operating at a fast clip in preparing the inaugural entry, skedded for Friday 134 as a half-hour show which will ride for about three weeks, after which three-a-week colorcasts are on the agenda. Programs will be spotted at 5.30 with "Late Matinee" of the WCBS-TV N.Y. flagship preempted on Friday in that spot and presumably pished ahead to 5 o'clock as a tailored 30-minuter. (The 5 p.m. niche had originally been reserved for the launching of the Goodson Todman "Choose Up Sides" last week as a cross-boarder, but trouble in clearance of sufficient stations as demanded by the sponsor, General Mills, which had be in suffer three-a-week booking in quarter segments, gave "Choose" the axe and it's indefinitely post-poned).

"Grand Design"

'Grand Design'

"Grand Design"

Under this setup, the web comes forth with a "grand design" built ton a series of "color cadres," with Lewine and his two aides serving as the backbone of the first unit, which already has been stocked with the best available technical and creative personnel. While doubling between monochrome and tint, as are virtually all staffers these days at CBS, the top personnel of the color cehelon will march in at a given time to form another group for a second segment until all possible stanzas are embraced in the tinted balliwick against the official nod from the FCC on the when and how of rambow telecasting. For the time being, of course, tintele will be limited to the N.Y. area.

For the first unit, among men

For the first unit, among men assigned to head up the depart-ments are Ted Fetter, producer; Jerome Shaw, director; Gillis Stearns, fashion designer, and (Continued on page 40)

KDYL's Brief Day in Court With Its Tape Recorder; Then Gets the Heave-Ho

Then Gets the Heave-Ho

Salt Lake City, Nov. 10.

KDYL, local NBC omlet, had its day in court last week and came up with the shortest series of public service programs on record. Seems the station decided to take a tape, recorder into stradic count and air the proceedings, with the hope that traffic violations would be cut down.

All went well at the first session, with City Police Judge J. Patton Neeley going for the deal in a big way. Second day was another story, when the local bards from court violated association code of ethics. Which killed the series,

Hal Block, onetime "What's My the series, Line" regular on CBS-TV, has signed with WGN-TV to host a daily audience participation show. Exact format and starting date are still being worked out, with the daytimer due for kickoff next week or the following in the 11 to Bill of Rights, freedom of the press 111.30 a.m. period.

Sarnoff Hints Teletints Eventually For Theatres; No Limit on Size

Terry Turner recaps the why and how of

Trailerizing on Home TV Screens Pays

on interesting editorial feature in the upcoming

48th Anniversary Number

VARIETY

WPTZ Claims 1st In Color Show For Advertisers

Philadelphia Nov 10
WPTZ originated a local color
TV demonstration to show advertisers how their products would
appear in tintele. The showing is
believed the first time in which
a local TV outlet has originated a
color show.

Gravete included WPTZ advertise

a local TV outlet has originated a color show.

Guests included WPTZ advertisers and reps of Philly advertising agencies. The demonstration was largely comprised of colorcasting of slides and films of the products. Each of the four showings included not only color slides and films, but black and white for comparison.

The video portion of the program originated from the Philos Corp. Research Laborators, four miles distant in North Philadel phia, and carried to WPTZs midtown studios, where the demonstration was held, by a microwave relay. Andio narration was trought the WPTZ control room by staffer George Skinner.

Addied technical interest was provided by use of what is she heved to be the only 35m continuous projector in the world. WPTZ secured three of the approximatery, 100 color receivers known to be in existence for its demonstration Black and white sets were placed besides the color receivers to comparison.

Color skides of six products advertising on WPTZ, made by the

Color slides of six products advertising on WPTZ, made by the station's art and photographic department, formed a major part of the presentation. WPTZ's film department, formed a major part of the presentation. WPTZ's film de-partment took color niotion pu-tures at the U of Pennsylvania Ohio State football game, also shown on the demonstration

shown on the demonstration. In greeting the admentant and agency reps. Alexander W. Dannenbaum, WPTZ sales manager, stated minds, merely a status report on what has been accomplished of lar. But to the best of our knowledge, no group of advertising menhas ever been gathered together. to witness a film and shde c patible color demonstration date.

WNBQ IN CHI HIKES HOUR RATE TO \$2,200

Chicago, Nov. 10
Chicago, Nov. 10
Chicago, 28% Increase in set distribution in the Cld area since the first of the year, NBC-TVS WNBQ has hiked local program time and station breaks 20%.

time and station breaks 20%.

New rate increases a Class A down from the present \$1.800 to \$2.200. Half-hour has jumped from \$1.080 to \$1.320 and 15 minutes from \$720 to \$380 Boost in station break announcements ranges from \$25 jump in Class C spots to \$100 for Class AA.

Time volume and frequency discount structure for the station frequent the same.

Television's compatible color developed by RCA will surpass all bounds of dimension and eventually fill any theatre screen in the country when electronic hue is on in full cry.

country when electronic hue is on in full cry.

So declared Gen, David Sarnoff, board chairman, of RCA and NBC, here last week. To support his optimism, he recalled that last September a test was made in V's Bjou Theatre and practically the same program as was projected at NBC's Burbank plant lost week was shown on a screen 15x20 feet with equally exciting results. Sarnoff made this comment when asked if the 14-Inch tube, on which was demonstrated for the first time in Hollywood RCA's compatible cober, would be the present limit of color reception. He foresees no limit on size and the implication was clear that he hoped some day TV's 'color program would be shown in theatres. Hollywood by true makers, he added, could also make shorts for television which could effect a mutual exchange of product.

"The stockpile of old pictures king in stuffor vaults are becoming

exchange of product.

"The stockpile of old pictures lying in slutho values are becoming obsolete," declared Samuff, "in the lace of scientific advances and linge backbigs being piled up by TV producers," He believes, however, that there'll always be a market for good pictures and that hollywood should develop talent available to the best system of distribution. "They'll even go to a theatre to see Milton Berle if his pic line is good," he offered, the contends that guarantees are "the symbols of Hollywood's sense of insermity."

Raps Pay-As-You-See

Raps Pay-As-you-see Pay-as-you-see television in earlis a disappointing dream and far from a reality." All subscription systems, he declared, are based on a human fallacy, "rash first and

Ted Granik Now TV Station Op

Washington, Nov. 10,
Theodore Granik, moderator of
the "The American Forum of the
Art" joined the ranks of TV station operators last week when the
FCC issued a permit for channel 5
in West Palm Beach, Fla., to a
company in which Granik holds a
21% interest. An equid interest is
held by William H. Cook som-inlaw of RCA prexy Frank M. Folsom.

Som.

Isomanice of the perant was made possible when Grank's compairs, Palm Reach Television, Inc., inerged its application with the of KMNO, Inc., for the channel. The merger does not include radio station WJNO, which is the CBS affiliation, The merger companes TV station will be affiliated with NHC which simuleasts Grank's Forum' show and televises his Youth Wants to Know, program, Channel 5 will be the first VHF station in the area, where the only TV outlet on the air is WIRK-TV, a UHF operation. A second VHF channel (42) is in contest.

Grank plans to move his Louily Grank plans to move his Louily

Granik plans to move his Londy from Washington to Paliu Beach, where he expects to build a home and to devote considerable time to the station. He intends to continue his program activities and law practice in Washington, but on a lesser scale than before an illness, which has kept him away from the Capital for much of the last year.

Major Vidpix Producers-Distribs, Wary of Webs, Swing to Syndication

Complexion of the swiftly-changing vidpix industry is undergoing another change, with an inproducers eyeing the syndication field and brushing off national network deals. That the big swing is to syndication is evidenced in such recent announcements as the currently in the works by Motion Pictures for Television's new Film Syndication Division, by the swing of such longtime network-sales setups as Official Films and Roland Recd Productions to the syndicated field, and to a growing conviction among the more experienced operators that there's more seed. creasing number of solidly-based among the more experienced operators that there's more coin and less uncertainty in the syndicated field than in the promise of quick return offered by the webs.

The difference between the situation today and that of six months

uation today and that of six months ago, however, lies in two facts: (1) it's the solidly-financed, reputable outfits of long standing that are going into syndication, and (2) they're producing directly with an eye to syndication, rather than on the promise or hope of a network deal. It's no longer a question of producing a pilot and letting it go If there's no network or regional sale; the telefilm firms are now basing their production plans on 26-and-39-week minimums. Some are daugling their shows before the webs and the national sponsors and

26-and-39-week minimums. Some are daugling their shows before the webs and the national sponsors and their agencies, but others are avoiding web sales completely and launching immediate advertising and exploitation almed at the station operator.

Trend is indicated by a number of firms: MPTV, under former NBC v.p. Ed Madden, is in the field with four series currently in production ("Duffy's Tavern," "Janet Dean, R.N.," "Flash Gordon" and "Drew Pearson") and none of them being offered to the nets. Guild Films, which already has a number of its "Joe Paleoka" series in the can, has withdrawn it from network sale and is going into syndication immediately (it did the same with its new "Life With Elizabeth"). with its new beth"),

Increasing Trend

Official Films, most of whose series in the past have been to the nets or to sponsors for network (xposure, is currently syndicating its new Boris Karloff series on (Continued on page 46)

Pearson's Vidpix

Series for MPTV

Columnist Drew Pearson will make the plunge into vidpix with a series of 26 weekly 15-minute contions of his "Washington Merry-Go-Round" via facilities of Motion Pictures for Television's new Film Syndication Division. Edward D. Madden, MPTV veep in charge of the new division, set the deal last week, with Charles Curran, Times Square Production prexy, producing the series for MPTV.

Program will he a spot news ression, with film shot in Washington Wednesday nights and processed there, to be air-expressed to stations. Thursday nights and Friday mornings in time for weekend exposures. Two pilots have been completed, but series will have Jan. 8 as a starting date. Program will parallel the column, with an "exclusive" and predictions as well as spot news.

For MPTV, it's the fourth in a group of seven new syndicated series that's been announced by the firm. Others are "Duffy's Tayern," "Flash Gordon" and "Jamet Dean, R.N." For Pearson, it marks his return to tele following cancellation of his live show on Diacolled at the same time, but he went ahead with a transcribed series under his own production-distribution banner, selling it to a total of 280 stations, Vidpix series will be sold on a first-come, first-served basis.

Pearson is the second news commentator to go, to film, first being Fullon Lewis Jr, whose films are being produced by Gross-Krasne and distributed by their United Television Programs.

Rube Goldberg Influence In Ed Wynn's 'Fool' Kinnie

In Ed Wynn's 'Fool' Kinnie

Pilot kinnie of the new Ed Wynn
TV Show. "A Fool and His Money."
features Rube Goldberg inventions
"brought to life."
Format calls for three complaintbearing guests to be interviewed
in appropriate setting, played for
comedy. (In pilot, Wynn gets in
jail cell to query policewoman.
meets book peddler at prop front
door, deposits tired business man
in rocking chair flanked by two
show girls.) After each guest
offers pre-submitted complaint,
Wynn presents zany Goldberg invention to "solve" the prohlem.
Guests are asked one question
cach for chance at eash prizes, and
also given crack at grand prize,
an automobile.

Pilot was directed by Ralph
Levy, produced by Bill Brennan,
and written by Seaman Jacobs,
Bud Pearson and Sol Stein.

Matty Fox to Europe, Ed Madden to Coast On MPTV Vidnix Deals

On MPTV Vidpix Deals

Matty Fox, Motion Pictures for Television prexy, leaves for Europe in a few days to finalize vidpix scries to be produced for his Film Syndication Division overseas, Ite'll also confer on his Moropticon 3-D film system and his Pola-Lite 3-D glasses interests, and o.o. production of the Division's "Flash Gordon" series being produced in West Berlin by Inter-Continental TV Films.

Meanwhile, Division's veep Ed Madden flew to the Coast yesterday (Tues.) to finalize new production deals and to observe initial shooting on the "Duffy's Tavern" series now before the cameras at the Hal Roach studios. Also on the road is Mike O'Shea, Division's publicity topper, who's currently in huddles in Detroit with MPTV cast-central division sales chief Frank O'Driscoll.

MORGAN. McNELLIS IN VIDPIX PLUNGE

Henry Morgan and Maggi Mc-Nellis will make the vidpix plunge carly next year, each in a series of 15-mlnute shows being produced by

15-minute shows being produced by Gerry Gross and Norman Baer, who package their live TV shows on WABC-TV, the ABC-TV flagship in N. Y.

Gross-Baer said they'd begin shooting both series in January at Lux Brill Productions in Brooklyn. Immediate plans call for 15 programs for each. Morgan will do a filmed version of his present 15-minute late-night stint, while Miss McNellis will film a shorter version of her afternoon gab and fashion segment. Gross-Baer will turn both series over to a distributor for synstems. segment. Gross-Bace will turn both series over to a distributor for syn-dication. They said they'd like to use ABC Syndication, but George Shupert. ABC Syndication veep, said he hadn't yet been approached on the shows

Marine Corps Dramatic Vidpix Series Prepped

Martin Jones, Henry Olmsted and Gordon Knox, who last week announced the formation of a new vidpix producing outfit which will turn out a dramatic series with a Marlne Corps background, have incorporated under the name of Television Producers, Inc.

Firm also added Basil Beyra to the writing staff of George Roy-Hill and Morton Wishengrad currently working on the series.

Autry's Tint Telepix

Hollywood, Nov. 10.
Gene Autry and his Flying A.
Productions are galloping that-away on the TV color trail, Next
"Death Valley Days" telefilm, "The Big Team Rolls," will be processed in Technicalor. Technicolor.

Armand Schaefer, executive pro-Armand Schaeter, executive pro-ducer, explained that the project is an experiment aimed at prob-ing the possibilities of color film-ing on television.

Comet's Unger to Rome For Vidpic Series 0.0.

For Vidpic Series O.U.

Oliver Unger, Comet Television Films prexy, planed for Rome over the weekend to see first rushes on the firm's new Italian vidpix series, "Tales of the Mediterranean." Series, which is to consist of 39 half-hours, is being produced by former NBC musical director Jacques Rachmilovitch,

In N. Y., Harold Goldman, Comet's sales chief, announced appointment of Jack Russell as head of the Chi office and Eloise Reeves as Los Angeles chief under Coast sales topper Arthur Lyons. Don Swartz, Harold Schwartz and Moe Dudelson have been named to regional sales posts. Firm is currently concentrating its sales push on its scries of 130 five-minute shorts on medicine, "M.D."

WCBS-TV Stocks Up With Features

WCBS-TV last week stocked its

WCBS-TV last week stocked its feature film larder with 60 pictures via purchase of the lot from Unity TV Corp, and is priming the product for firstruns in the N. Y. market beginning early in January. It represents the biggest since the 104 pictures obtained from Republic Studio last year. The five dozen films are evenly divided among three categories: British-made (since '47) with some U. S. names; Paramount westerns from the Zane Grey shelf, also with stars, and 20th-Fox releases of the Warner Oland and Sidney Toler "Charlie Chan" series, Pix will be spread on station's "Early Show" and "Late Show."

WISBAR REJOINS CROSBY SETUP FOR SIX GE PIX

Hollywood, Nov. 10. on begins soon on six Electric telepix Bing terprises will film, with Hollywood, Nov. 10, six General Electric telepix Bing Crosby Enterprises will film, with Frank Wisbar as producer-director. Wisbar, who has canned his season's supply of "Fireside Theatre" vidpix, will be returning to BCE, where he originally began producing for TV in 1950.

Exce producer Basil Grillo of BCE signed Wisbar for the sextet atter lining up the GE vidpix, which have in past been shot by Sovereign Productions. GE sponsors BCE owner Bing Crosby on radio and has first call on his TV services.

Commonwealth Closes 3 Major Station Deals

Three major station deals for Commonwealth Pictures Corp.'s package of cartoons, serials, shorts, westerns and features were closed last week by Mort Sackett, firm's

last week by alore back prexy.
Package was sold to WTTG,
Washington; WXEL, Cleveland,
and WIFE-TV, Dayton, Deals are

Dallas Marionette Series Set for World Distrib

Dallas, Nov. 10. "Betsy and the Magic Key," marionette tele operetta series produced here hy Jamieson TV Productions, and owned by Children's Television Films, Inc., of Houston, has signed with Sterling Films of New York for worldwide distribution of the nix

tion of the pix.

Bennye Gatteys, 11-year-old local youngster, provides the voice for the marionette, Betsy.

Arnold Into Vidpix

Edward Arnold will move into the vidpix field shortly in a series based on Bayard Kendrick's novels on the blind detective, Duncan McClain, It's a William Morris package with no further details set yet.

PEGGY ANN'S VIDPIX

Feggy Ann Garner sailed last week for Europe to make a series of TV films in Munich for Prin-cess Productions, She'll be gone several months.

several months.

Deal was set by Joe Magee, of the William Morris agency.

15-Minute Pitch for Mail Orders As Subject Matter of New Telepix

New ABC Film Division Holding 1st Sales Meet

Holding 1st Sales Meet

ABC's new Film Syndication
Division will hold its first sales
meeting today (Wed.) in New York,
with the outfit's newly appointed
sales reps all In attendance, ABC
veep George Shupert will outfine
sales and price policies to the
staffers most of whom will be
meeting for the first time.

ABC's Film Syndication Division
today (Wed.) named Bill Clark as
western manager, with headquarters on the Coast. Clark, presently
assistant sales manager of WPIX.
N. Y., is resigning that post and
will move out to the Coast by the
first of the year.

Shupert also announced that
John Callis and Nat Donato had
joined the New York staff of the
division. Callis was formerly an
account exec with Headley-Reed
Artists television subsid.

Artists television subsid.

Guild Films' Alltime Mark With 25 Sales (\$250,000) in One Day

Guild Films chalked up an all-time sales record last week when it made a total of 25 sales in one day, Friday (6), accounting for some \$250,000 in billings. Sales were racked up via placement of "Life With Elizabeth" in 15 mar-kets, "Liberace" in eight, and the firm's sports and feature film libraries in one. "Elizabeth" sales included one to Phileo for (PEL-TV in London

firm's sports and feature film litrarles in one.

"Elizabeth" sales included one to Phileo for CPEL-TV in London, Ont., starting Dec. 1, when the station goes on the air. Piel's, which earries the show in New York, picked up Philadelphia via WPTZ. Blatz Brewing picked up three markets in Wisconsin, while Ohio Oil bought nine in the middeest. In the month that the series has been on sale, it's been picked up in 45 markets.

"Liberace," now in 131 markets, was sold to Northern Commercial Co. of Alaska, for telecasts in Fairbanks and Anchorage, and to Maybelline Corp., which sponsors the show in N. Y. via WPIX, for WLW-A in Atlanta.

'FORD THEATRE' SERIES **SOLD IN 72 MARKETS**

Screen Gems has "Ford Theatre" sold in 72 markets, with 11 stations carrying the show off the NBC network under the title of "Your All-Star Theatre," according to John H. Mitchell, the firm's v.p. Films are second run in markets where Ford is on the net, with pix show-ing firstrun in Ford markets.

Michael Kraike, writer-producer Michael Kraike, writer-producer on the Ford series, has returned to the Screen Gems lot after a five-week loanout to Harry Joe Brown, for whom he wrote the screenplay for "Five Bullets." Kraike will handle development of new properties for syndication and national sponsorship under the Screen Gems banner.

Piel's Buys Two NBC Film Shows for WOR-TV Airing

WOR-TV, N. Y., which bought two episodes per week of "Dangerous Assignment" from NBC Film Sales a couple of months ago to fill its Saturday night "Double Exposure" block and its Wednesdaynight programming, sold both shows to Piel's Beer for 26 weeks via Young & Rubicam. "Assignment" will be moved into the Wednesday 9:30 slot to follow "Badge 714," the "Dragnet" reruns which the station's live "Harlem Detective" moving into the 10:30 slot. Peil's buy reaffirms the brewery's recent policy of two shows per week of the same series. Firm is airing "Life With Elizabeth" vidpix twice weekly on WABD, the DuMont key in N. Y. Station also signed White Rose Tea and Block Drug to participating sponsorship in its cross-the-board 90-minute "Broadway TV Theatre,"

A. vidpix producing firm has worked out a procedure whereby it will be able to broadcast a 15worked out a procedure whereby it will be able to broadcast a 15-minute filmed pitch for mail order merchandise and at the same time give the program a semblance of entertainment. This is done via the fact that the films will be "demonstrations" of the products and because the outfit is "sponsoring" the films itself with short commercials for another of Its products.

Firm is G & W Television Productions, which has completed merchandising arrangements on some six products and has picked up rights to another, an instant shoe spray. Instant Shine, the shoe spray will be used as the sponsorship peg on the films, with short blurbs for the product. But the program itself, "You Can Do It Too," will be 15-minute demonstrations of various of the mail order goods handled by G & W. Included in the lines are trick cards and a puppet line, with the filmed show demonstrating how the home audience, by sending for the products, can do the tricks, etc. Robert Whiteman, of G & W. said two products plus Instant Shine will be used in each segment, with the filmed that if desired by other sponsors on a syndicate basis, the direct pitches could be cut out, leaving what he described as "pure centertainment."

Program was sneaked last week in Atlanta and Baltimore, and is slated for WABD, DuMont's N. Y. (lagship, next Monday (16) at 7:45. Donahue & Coe is handling distribution of the items. Films were shot in September at Video Pictures, Inc.

Frye, Costello **Broaden Setup**

With their library of 1,100 mu-

-With their library of 1,100 musical telescriptions as a base, Ben Frye and Sam Costello, who sold their interests in United Television Programs to form Studio Films a few weeks back, are broadening their operation. Firm has expanded its staff with the addition to Werner Strupp as sales promotion chief and Ed Greenhill as advertising topper.

Studio has a piece of and will distribute Inter-Continental Film's ted Gruskin and Martin Poll upcoming "Rendezvous Paris" series, a Jean-Pierre Aumont starrer that goes before the cameras Nov. 26 in Paris, with Ted Sills directing. Frye is currently in the process of setting up a sales staff which he'll head. Firm will move to new quarters on N. Y.'s Madison Ave., Dec. 1, and will begin distribution of "Paris" at that time. Strupp, incidentally, formerly was with the Harry Fox music licensing firm, while Greenhill was formerly with Sterling Television. while Greenhill was Sterling Television.

WYMAN'S VIDPIC BOW IN DRAMATIC SERIES

Hollywood, Nov. 10.

Jane Wyman will make her vidpix debut in a dramatic series for
MCA's new telepix subsid, Helena
Productions, if discussions now
under way are finalized.

Series being talked would be the
first gunned by Helena, which reportedly will specialize in top
names, Miss Wyman is under nonexclusive pact to Warners.

From the Production Centres

IN NEW YORK CITY . . .

W. C. Handy will get a five-hour tribute commemorating his 80th birthday over WLIB next Monday (16). Programs during a five-hour block starting at 7 a.m. will run special tributes, with a tape-recorded interview with the composer highlighting the show. Treva Frazee and Mary Reid added to the cast of "Second Mrs. Burton". Herbert Neuwirth, formerly of WMGM, joined sales staff of H-R Representatives. Alma Dettinger, conductor of WQNR's show. "Other People's Business," received one of four awards made to women broadcasters by Grocery Manufacturers of America. LIU prof. Alvan C. Bahnsen, WWRL, L. L. commentator, to conduct course on UN at the B'glyn Institute of Arts and Sciences.

Fraest Hartman, WCBS assistant program director, joined CCNY's

Institute of Arts and Sciences.

Ernest Hartman, WCBS assistant program director, joined CCNY's instructor staff teaching radio and audition preparation at night.

Bob Haymes in Danton Walker's telethon Saturday (14). Jack Sterling to be chief auctioneer at Adman's American Legion Post Dec. 14 for fifth consecutive year. Al Morgan, CBS Radio public affairs producer, off to Denver and Canon City, Colo., on upcoming documentary. Red Barber to narrate Ferdinand, the Bull, with West-chester Symphony Dec. 12.

Henriette K. Harrison, radio-TV consultant and producer, to Washington last Sunday (8) to produce a YWCA service from the National Cathedral for NBC... William II. Steese, on the promotion staff of Edward Petry & Co. for the past four years, named radio promotion

manager.

Katz Agency got the national accounts for Plains Radio Broadcasting Co., operating KGNC and KGNC-TV in Amarillo and KFYO in Lubhock, both Texas. Accounts were formerly held by O. L. Taylor Co., Pat Barnes, N. Y. presy of the Radio Pioneers, named Sydney M. Kaye to the chairmanship of the Pioneers' legal committee, Tom Kennedy N. Y. Times) as membership head: Ford Bond and Reggie Schuebel, entertainment co-chairmen; Nick Kenny, press chairman, and Bob Keller, attendance chief... Zet deCyr did the lead in Saturday's (7) "My Secret Story" on NBC... Earl Blackwell, founder of Celebrity Service, handling encee-interview chores on ABCs "Celebrity Table" from the N. Y. end at the Pen & Pencil, with Coast deejay Paul Masterson presiding from the Cocoanut Grove in L.A... Frank Engel. pressdent of the Newspaper Reporters Assn. of N. Y., addressed the monthly meeting of the N. Y. Radio, Newsreel, Television Working Press Assn. Monday (9) on problems of reporters from different media covering same news conferences.

IN CHICAGO . .

IN CHICAGO

Jack Ryan, ex-Chi NBC press chief who resigned from the web last fall after 15 years, joined Zenith Radio as assistant public relations director. . . Chi CBS veep Les Atlass enroute to Florida aboard his yacht "Sis." . Don McNeill to guest-encee "Sachs Amateur Hour" 1,000th anni hoopla Sunday (15) via WBKB and WENR. . . Lou Allen ankles his sales post at WBBM to take over as sales manager at KOMU-TV. Columbia, Mo. . . Keystone Broadcasting System adds eight new affiliates, bringing the total to 6"0". . . Ell Henry, head of Chi ABC's Unkery, back at his desk after a two-week vacation . . . Bill McGuineas, WGN commercial manager, panelist at Equitable Life's Sales Congress yesterday (Tues) at Bradley C. in Peoria . . . Everett Mitchell notched his 30th anni in radio, 27 years as NBC's farm specialist . . . Jack Taylor hosting a Sunday morning disk show on WBBM for Ampro Tape Recorders . . . Leroy Olliger, of the WGN production department, and wife sunning in Florida . . . TV's Uncle Johnny Coons doubles into radio with a new Saturday morning kids' show on WMAQ . . . Ed Sherwood joins J. Walter Thompson's radio-TV department after a hitch at Kling Studios . . . Howard Miller's new record session on WMAQ goes across-the-board when the football season ends . . . C.E.T. bankrolling "The Shadow" Wednesday nights on WGN.

IN SAN FRANCISCO . .

KGO-TV installing equipment to increase station power to 120,000 wats. Lou Bumason joined Don Flagg Productions as director of sales. Up the KSAN success ladder—Richard Both named general manager, Ralph Sacks is new general sales manager. Les Malloy sank some radio-TV coin into buying San Mateo radio station KVSM Ex-localite Rusiy Braper's kid brother Ronnie guested (2) on Godfrey's Talent Scouts" ... Examiner radio-TV scribe Dwight Newton made the teevee rounds in Hollywood and Gotham, recently ... "Wild" Bill Davis, appearing at the "Blackhawk," capered on Del Courtney's KPIXture in behalf of local United Crusade. Courtney, in addition to KPIX teevee and KLN radio chores, added his name to KSFO's deejay roster for a weekday sesh (9) ... Jim Garthwaite's popular "World News—Junior Edition" returned to KGO airing Sponsor renewed Frank Arthur's KGO-TV hoss race stanza ... San Juse radio KEEN launched program for oldsters featuring Dr. Carolyn Coffin, "Live Long and Like It" ... Don Sherwood, KSFO disker, laping a daily for Scattle's KNA ... Dorris Carr, Don Barksdale and Del Courtney each contributed a 15-minute show to Alameda Naval Air Station's new "closed circuit" radio station KNAS ... Mutual's Sam Hayes signed on as speaker for unveiling of '54 Studebakers at the Farmont Hotel (11).

IN CINCINNATI . . .

Helen Traubel rehearsed here over the weekend with Burt Farber, to joins her latter part of November as plano accompanist and armger for concert and nighteleb tour. WLW and WLW-T is granting Father a leave of absence for the special stint . . . Wire trouble developed at game time and prevented piping of U. of Cincinnati and U. of Louisville football tilt Nov. 7 to Cincy's WSAI by sportscaster Dick Baker. He dead-miked the first half before learning about the break WKRC-TV jumped its children's program, "Play School," with Marty Kay and her trained French poodle, Angie, from a weekly half-hour to 45 minutes Monday to Friday at 8 a.m.

IN PHILADELPHIA . .

WHAT is introducing a new deciay, the Night Hawk, late evening gabber imported from Baltimore ... Robin Roberts, the Philadelphia Phillies pitching ace, has been signed by WCAU-TV for an hour-long "Robin Roberts Sports Club," Saturdby at 2 p.m. ... Jack Valen.ine and his frontier associates eclopated 200th performance 66 in "Action in the Afternoon," live serial Vestern originated at VCAU-TV for CBS web ... Jack Hyland, WFP-TV public y man, lias been assigned (Continued on page 38)

John Cameron Swayze discusses occupational opening night "butterflies" in a bright place titled

If You Ain't Got Jitters, You Ain't a Pro

an amusing byline feature in the

48th Anniversary Number

VARIETY

LES PAUL-MARY FORD SHOW 5 Mins., Mon., Wed., Fri., 7:30 p.m. LAMBERT PHARMACAL CBS (transcribed)

(Lambert & Feasley)

(Lambert & Feasley)
Multiple-track vocals and single-track commercials is the peg for this tri-weekly series featuring Les Paul and his fran. Mary Ford.

The Capitol Records duo hasn't got any room to spread out in this tive-minuter and is confined to a reprise of one of its disclicks (average arminute time. 3 minutes) and reprise of one of its discusses and age running time—3 minutest and pitching for its sponsor fore and aft. On the preen show Monday (9), team had an accurate reproduction of their current click "Vaya Con Dios." Both were breezy in their Listerine_selling at-

Team has a similar five-minute cross-the-board stand on WABC-TV. The AM series is coupled with the Julius LaRosa show. Gros.

TO BE PERFECTLY FRANK With Frank Sinatra Producer-director: Gordon Auchin-

Producer-director: Gordon Auchin-closs
Writer: Bob Smith
15 Mins., Tues. and Fri., 8:15 p.m.,
NBC, from Hollywood
NBC has a hot property in Frank
Sinatra and isn't letting him lie
low. Net has him spotted in a
weekly hard-hoiled adventure
series & Rocky Fortune') on Thesdays and has now added a twicedays and has now added a twiceweekly quarter-hour deejay series
just so he won't get rusty.

The platter spinning business is
right up Sinatra's alley. It gives
him the opportunity to sound off
in his gib,-hep style as well as ride
a couple of biscuits on the turntable. It's an unpretentious 15-miauter that moves along at a comfortable pace.

On the show caught Friday (6).

table, It's an unpretentious (3-millar) ture that moves along at a coinfortable pace.

On the show caught Friday (6), second in the series, deejay Sinatra's selections were mainly times cut by crooner Sinatra. However, he doesn't have to worry about any complaints of partiality. They were all ("Bim Bim Baby," "Autumn in New York" and "Birth of the Blues") pleasant listening fodder. He also gave out with a live roadition of "Don't Be Afraid to Go Home" for okay effect.

Some of Bob Smith's scripting was strained in the yock attempts, but on the whole the lines heloed fill the gaps between the disks with easygoing informality. Gros.

Radio Follow-Up

Since its bow last spring, "Let's Find Ont." the Edward P. Morgan-moderated news panel show on WCBS, N. Y., has consistently delivered provocative, newsy sessions to Gatham audiences. Initially, program concentrated on politics, bringing on unabashed local reporters to question (and often deflate) political bombasts. Of late, however, the program has channeled off into topics of general interest, but the high quality of the program remains unchanged. Why CBS hasn't picked this up for the full network is a puzzler; show is a lot better than nucli of the public service material currently on the net.

Last Sinday's (8) noontine session had designer Raymond Loewy as guest, with the N. Y. Times' Stanley Lovey and the World-Telegram & Sun's Herb Kamm as the cuestioners. Reporters, on the Stanley Levey and the Worth-Terrary and Evans & Sun's Herb Kamm as the cuestioners. Reporters, on the cuestioners and movement of the sample to succeed the cuestion of the entire automobile industry that proved highly stimulating. It made for provocative listening all the way through, no loss because of Leewy's coloring personality than the intelligent comment of Morgan, Levey and Keme Preduce Fred Freed started with a pood thing on bis hands, and keme Preduce Fred Freed started with a pood thing on bis hands, and with a pood thing on bis hands, and it's to his credit that he's kept it that way.

While a canght, show apparently was the cuestioners and libbed. Recording of half-her might be smoother:

Jaco.

Simulationers Jaco.

Franco Named Sales Mgr.

Cincinnati, Nav 10.

Carlos A. Franco, who joined WLW. Cincinnati, early this year as general consultant, has been upped to general sales manager by post thing on bis hands, and Keme Preduce Fred Freed started with a pood thing on bis hands, and Keme Preduce Fred Freed started with a pood thing on bis hands, and Keme Preduce Fred Freed started with a pood thing on bis hands, and the cuestion of the cuesti

HAL PEARY SHOW
Director: Franc Skirball
55 Mins; 1 p.m.
Participating
WMGM, N. Y.
Hal Peary has dumped his loudmout he d "Great Gildersleeve"
characterization and is now operating as a soft-spoken disk jockes.
Peary, who portrayed "Gildersleeve" on the "Filber McGee and
Molly" airer and also on lis own

Peary who portrayed 'Gildersleeve' on the 'Fibber McGe and
Molly' airer and also on his own
show, began a Monday-thru-Saturday deejay stint over WMGM
Monday '9'. On initial outling,
Peary tended to be overly sentimental. Once the mandhin aspects
of his gabbing are toped down,
program should have little trouble
garnering a following

Peary devided most of his spieling on preem show to personal
background data. This made for
good dialer relations, but could
have had stronger impact if flavor
of gab had been less humble.
Peary also utilized his minitery
ability, cuploying a variety of
voices and in one instance carboning the late Ned Sparks. Included
in his personalized gablang were
references to his family and the
fact that he's shaved off his mistacke and after a six-month diet
has trimmed down to 180 pounds.

Platters used on the slanta

Platters used on the statical weren't of the usual pop variety spun on most disk jockey shows and made for enjoyable listening. Peary cued some of the disk activities to involve the control of the cont injecting song titles into Numbers offered included Lee's "There'll Be Some ty by injecting song_ditles into his gab. Numbers offered included Peggy Lee's "There'll Be Some Changes Made," Perry Como's "One More Vide," Arlbing Godfrey's "Wait Till The Sing Shimes Nellie" and Judy Garland's "Somewhere Over the Rambow." An interesting patter bit was Peary's rundown of the original names of a number of celebrities. Jess.

BOB BYRON SHOW

BOB BYRON SHOW
60 Mins, Mon-thru-Sat., 3 p.m.
WMGM, New York
Pianologist Bob Byron returned
to WMGM last Monday C2 after
some years of hiatusing and was
caught next afternoon. He's the
singing Ber known as Bob Ballin
when operating as an exec with J
Walter Thompson ad agency, and
was showcased on the station a
decade or so ago when its call
letters were WHN. At one time he
produced and directed radio's
"Yox Pop" and masterioinded Jack
Benny's anvalistics plus other network shows. Benny's am

Byron paces the transcribed 60 Byron paces the transcribed 60 minutes cleverly with strangal piano, with upright backed by a wide variety of song, clat, jokes, a bit of character vocalling andson ad lib manner. He doesn't seem to take his interim jokes scrinosty, and that's okay since some of them on show caught weren't intended to raise liowls.

to raise lowls.

In his piandogs he can be either schmaltzily nostalge or self-ribbing, and altogether it so extremely easy-to-take hour that would be just as effective, if no more so, in a nightime spot. It's one of those shows that needo't take more than 50% of the ears to be enjoyed.

FASHION, FOOD & FRILLS
With Anne Williams, M Burns
30 Mins,; Mon.-thru-Fri., I p.m.
Participating
WPTR, Albany
New show, tirst billed as "The
Market Basket" and now, also maptly, as "Fashion, Food & Frills,"
features Anne Williams and Al
Burns in banter and skits, plus
transcribed music and commercials. Title would indicate a pagram for and by women, but the
anchor is Burns. He possesses vore,
poise, projectability, an offbeat
sense of humor and a certain celing ability—not always evenly diplayed. Miss Williams, a cheertal,
laughing gal, should improve with
experience. Her flat, twangy delivery, needs attention
Burns, "advice to the loyelotn".

Burns' "advice to the loveloin" character is sometimes quite laughable, if preposterous, Other bits
have their moments, although the
effect could be more corea deutThe tips to wanen angle might be
expanded, Spot announcements are
well integrated into script last
time caught, show apparently was
ad libbed. Recording of half-bear
might be smoother. Jaco.

JULIUS LaROSA SHOW With Russ Case, The Wanderers Producer-director; Lou Melamed 10 Mins., Mon., Wed., Fri., 7:35 p.m. Sustaining CBS (transcribed)

This is about the closest Julius LaRosa-has gotten to Arthur God-frey since the "humility" fracas of a couple weeks ago. Godfrey is only 45 minutes away, on the same web, from the windup of LaRosa's 10-minute songfest.

10 minute songtest.

Lattosa wastes no time in getting to the business at hand. After a tew bars of his opening theme, "Anywhere I Wander." he pours out a steady stream of song with only loriet gaps for the intros. His pleasant baritoning is neatly comp'emented by The Wanderers. preasint bartoning is nearly premented by The Wand vocal combo touring with hi his in-person dates, and the Case orch.

Case orch.

On the preem stanza Monday

De LaRosa gave a brisk reading to
"I'm Sitting on Top of the World"
and his current hot shellas seller,
"En Cumpari." He changed pace ical cumpart." He changed pare heally for a warm workover of "Don't Blame Me" and "No Other Love" There was no question of his "humility" loss in his intro for latter time. Here, he gave Pegy Como (RCA Victor) credit for "a great record."

great record."

Lou Melamed's direction kept the stanza running at a bright clip. Series is back to fack with the Les Paul-Mary Ford tive-minute shot. Gros.

Cros.

NBC SYMPHONY ORCHESTRA
Conductor: Pletre Monteux
Announcer: Ben Graner
Producer: Don Gillis
60 Mins; Sun, 6:30 p.m.
SOCONY-VACUUM
NBC, from N. Y.

Compton)
Arturo Toscamin's inability to
conduct the new season's first concert of the NBC Symphony Orchestra somewhat dulled the lustre
of the occasion bil, with Pietre
Monteux wielding the boton, Sunday's (3) program made for highly
cnicyable listening anyway.
Show originated once again from
Carnege Hall and has been shifted
from its temporary Saturday spot
or the searchead Sanday spot

Show originated once again from Carnege Hall and has been shifted from its temporary Saturday spot to the accustomed Sunday night slot, where it's most welcome, Maestro Toscanini, who has returned from Europe to conduct the NBC ensemble for the 17th country security year, is III with influenza and at his request Monteny took time out from rehearing the Metropolitan Opera to preside gover the opener.

and al his request Montenx took time out from rehearsing the Metropolitan Opera to preside awer the opener. With Toscanini dropping out program was switched to the Leon-ore Overture No. 3 and Brahna's Symphony No. 2. Both got some-what routine treatment but sound-ed fine and apparently pleased the Carnegie Hall andrence. Somel reproduction was excellent as alreproduction was excellent as

waves.

Don Gillis produced Ben Granor's tandhar commentary helped reestablish the broadcast with the many devoters of good made. He also delivered the short jutch to Socony-Vacuum Oil Co. Hift.

Sucony-Vacanim Oil Ca. Hift.

THENTABLE INN
With Lee Gordon
105 Mins; Monathur Fri., 2.15 g.m.
Participating
WABY. Albany
Lee Gordon invites matures dedicis to "fun right on Roote 119)
to Turntable, where there is to cover or minimum. I just appreciation of maise" Program title is catchy, and Gordon's introductions to spanners are reasonably gade. Selections on one show can be no noted best. Choice of times, or another traded sometimes came oil second best. Choice of times, or another traded sometimes came and second fordon, surer

His voice is pleasant, accent is rather cupied. Position on make should be watched, Dedications for included, Gordon handles connectives competently.

Conte Quits Gross-Baer; Vamps AM-TV Shows

Singer-emere John Conte his week severed his relationship with packaging firm of Gerry Gross and Norman, Baer, and hows out of his radio and television shows on WARC and WARC-TV, Gotteen flagship stations of ABC, at the end of this week. Mejackhile, less signed with Coca-Cola to do a five-minute late-night strip on WCBS. minute late-night strip of the CBS Radio Hagshhip Starting date isn't set on the new show. minute late-night strip on

the CBS Ratho Hagshirp Starting date isn't set on the new show. Conte said he was ankling in Gross-Baer setup because of disagreement over policy. He had a Monday-thrus-Friday TV strip 11 to 11.45 a.in. and a radio segment from 5.15 to 6 p.m. on the stations, No substitute has been set yet to either AM or TV, with Conte bowing out Friday (13). Both replacements, however, will be Gross-Baer packages. Baer packages,

Sustaining WCBS-TV, New York WCBS-TV, New York

Tommy Henrich, former N. Y
Yankee star who over the past
sammer has done a noteworthy job
in promoting the baseball Little
Leagues via a highly instructive
local TVer on WCBS-TV, now
turns his attention to the older
juves and to football with "Junior
Sports Session." Time the station
has chosen for the program is
likely to reduce the audience for
the show.

Herey to reduce the audience for the show.

However, "Junior Sports Session" shapes as interesting fare tor juves and sports-minded adults. Initial segment, for example, had exi-NYU All-American and long-time N. Y. Giants pro star Ken. Strong as guest instructor, with members of the undefeated Lafayette High (Brooklyn) eleven as the students. Strong, one of the great kickers of the game, gave the fine points of place-kicking and punting in clear, understandable terms. Next week, Giants back Eddie Price as guest, presumably to discuss elements of running with the ball.

ball.

Henrich has developed into an affable, relaxed tele performer, and he's perfectly at ease in the medium. He wisely left most of the football details to Strong, acting strictly as a moderator. But he took charge of an all-sports quiz in which the team participated and otherwise registered his personality easily.

Series is produced in geomera-

sonality easily.

Series is produced in cooperation with the Public School Athletic League and Board of Education,
Martin Weldon, who produced the
baseball show during the summer,
idn't miss anything on the production end, and Ned Cramer's
camera direction followed Strong's
demonstrations smoothly. Chan.

MR. BLARE FROM WAY OUT THERE With George Lemont, guests Producer: Sam Ewing Director: Dorothy Hooker Nye 60 Mins., Mon.,-thru-Fri., 12:15 p.m. Participating KGO-TV, San Francisco

This is noon hour dialing fun for moppets. Show is potpourri of puppets, film clips, cartoons, caricatures, prizes. Headmaster George Lemont brightens his hour for the varied tastes of the three-to-six age groups.

varied tastes of the three-to-six age groups.

"Mr. Blare," his puppet, is a sort of double-trouble shooter. Lemont voices clever dialog for "Mr. B." and a robot. Dynamo Dudley, also a puppet. Animated cartoons and film shorts are integrated around scenes with "Mr. Blare" and his robot friend. Last section of show is ntilized for interviews and drawing chores.

ing chores,

Last time bloc viewed, "Uncle" George and children poked
gentle fun at show's new femme
threeter, Dorothy Nye, Lemont
drew her caricature and encouraged small femme audience to
dress her as he drew. Comments
from both Lemont and kiddles
were laugh provoking. "Mr. Blare"
and Director Nye joined the game
by playing hide-'n'-seek with the
tamera.

Lemont has sincere manyer with

camera.

Lemont has sincere manner with children, gives impression of having as much fun as they. His brushing as much fun as they. His brushipped hair and comical facial gyrations are slightly reminiscent of Jerry Lewis. He's also endowed with a youthful pixle quality which disarms his tiny audience, allowing free rein for their kiddie caners.

Tone.

Coast Producer Settles Bad Check Claim for \$450

Bad Uneck Utalin 101 proof

Video producer John II. Whitele ad couched up \$450 in an outct-out settlement to Lenore Walfor for chores she performed on
liss onetime "Timmy O'Toole"
show on KHJ-TV, so a bad check
charge against him was dismissed
However, AFTRA is keeping him
on its untain list. unfair list.

en its unfair list.

AFTRA contended producer
had given the femme \$270 in bad

checks, nothing in cash. Union
nixed his attempt to settle for
\$270, and the producer paid the
\$450 in rash.

Shefrin to KRNY

Kansas City, Nov. 10.

Jack A. Shefrin stepped out of
the John Kaye agency here to betoone general manager of KRNY.
He left here recently to take
over chores in Rochester where he
wil be in charge of AM, FM and
TV operations.

Tele Follow-Up Comment

Jimmy Durante and guestar Frank Sinatra clowned around with sufficient cheerfulness and good fellowship to more than repay the homescreen frecloaders looking in on the Colgate "Comedy Hour" last Sunday (8) on NBC-TV. Opening gambit tipped off the format in the Schnozzola's mking of Sinatra's bid to bleat away at the theme song of "From Here to Eternity."

Danny Thomas Show on ARC

throwing or catching lines niftily, dow pane looked out on clear "Weather, That television directors dweather. That television directors deather, the deather deat

Sinatra's bid to bleat away at the thene song of "From Here to Eternity."

That frustration became a partime running gag until the chanter-turned thesplan finally didraw upon his vocal cords, first for "South of the Border" and then twith a great big "of course") to make with the bread-and-butter "Halo Song" that has become standard with guests. "Halo" is last becoming a national attentio-getter which should benefit the sponsor in the addenda facets much like the "Dragnet" takeoffs have done to Chesterfield.)

Best of the skits was a musical quiz lampoon with a good sea lion bit plus an underdressed looker keeping the panel constantly supplied with sponsor refils in the guise of orange juice. Among the side issues—with mixed results—were Durante sessions with the Wanda Smith Cover Girls and independent workouts by the Gay Tryoliers, a large yodeling, cowbell and slap-happy callsthenic troupe from Austria In their teledout. They were weakly showcased, particularly since they crowded the screen and didn't show any Individual sock stint. The Schnoz headed up a cute workout with the Smith beauts in which they functioned as steeds.

Dueting with the Cyranose on singers-wanna-be-comics-and-vice-versa, Sinatra displayed hitherto hidden ability at mimicry by taking off with quickies on Jackie Gleason. Red Buttons, et al., while Sir James himself went crooner via "C'est Magnifique" that was deliberately designed not to put Eartha Kitt or any of the Gallic chantoosies in the unemployed class.

Durante's gab with his conscience-puppet is always been good

chantoosies in the unemployed class.

Durante's gab with his conscience-puppet is always been good for chuckles, and the windup was the conventional setting that fronted "my partner of Clayton, Jackson & Durante"—the miraculously energetic Eddie Jackson in a nostalgie medley that Sinatra got himself mixed up with to punch over a session which also encompassed the Tryoliers as stiltwalkers and the whole cast. Producing and directing corps of Sam Fuller, Joseph Santley and Sid Smith gave pace to the proceedings and Roy Bara's orch delivered sharp backing, per usual.

Danny Thomas Show on ABC-TV last week '3' came up with one of those rare, completely delightful programs that once in a while reward the persistent TV viewer. Stanza not only got the laughs, but also had an appealing human quality that made it something very good and special.

quality that made it something very good and special.

It was Jean Hagen's turn to carry the ball and she proved again what a great match she is for Thomas. Story, scripted by Bob Fisher and Allan Lipscott, had Miss Hagen "discovered" by an agent and soon believing herself that she, too, was cut out to be a performer. Thomas, at first ridiculed her, them wisely played along until the flame of ambition burned itself out.

This was situation comedy at its best. The characters all spoke and acted as normal people. Thomas, particularly, managed to convey a mixture of fun and pathos that made him very likeable and permitted immediate identification. If the show can maintain last week's level, it should end up tops in its class.

Format, with Thomas a night-

level, it should end up tops in its class.

Format, with Thomas a night-club performer and Miss Hagen his wife, has a lot of merit. Miss Hagen last week was excellent. Hall March as the agent turned in a topnotch bit that registered solidly; Sherry Jackson and Rusty Hamer appealed as the Thomas kids, and Ben Lessy got the laughs as Danny's accompanist. Their routines were funny throughout but never turned into allout farce. Lessy is a big asset to the show.

But it's Thomas and Miss Hagen who carry the comedy load. Their timing is perfect and each bears the mark of a genuine person. Routine of Thomas singing to her at the nightclub and Miss Hagen taking a bow after announcing she's his wife was done with charm and their little argument later on —over who got the mitts—had a lot of laughs. Show originates on the Coast and quality of the film is okay.

Helen Hayes' first video appear-

to to laughs. Show originates on the Coast and quality of the film is okay.

Helen Hayes' first video appearance of this semester was on the Chrysler-DeSoto "Medallion Theatre". Saturday (7) wherein she biaved Harriet Beecher Stowe, a familiar role for her, but in a new script version called "Battle Hyun". The occasion served to remind viewers that a Helen Hayes appearance is an occasion. The dramatic payoff came with the author of "Uncle Tom's Cabin" calling upon Presldent Lincoln. At this point a pedestrian script came alive and a feeling of menorable viewing adventure was achieved.

Stephen Courtleigh's Lincoln was extraordinarily beguiling and warm and destroys. Raymond Massey's monopoly of the impersonation. It is a phenomenon of American sentiment, which need not be dissected in this brief critique, that dialogs with Lincoln are pretty sure to be moving even with a modicum of playwrighting.

Scenes in the Andover home with Eric Dressler playing the undeveloped thy the author) character of Harriet's husband were interesting chiefly because of the star's commanding presence. In her maturity, as In her ingenue years, Miss Hayes has the strength that makes—well, stars. She was perhaps "playing against" the relatively routine materials if hand. Paradoxically, her performance both added values and exposed their absence with respect to the script. Granting that a half-hour is not much of a frame for a full-bodied story, this script seemed both added values and exposed their absence with respect to the script. Granting that a half-hour is not much of a frame for a full-bodied story, this script seemed both added values and exposed their absence with respect to the script. Granting that a half-hour is not much of a frame for a full-bodied story, this script seemed their absence with respect to the script. Granting that a half-hour is not much of a frame for a full-bodied story, this script seemed their absence with respect to the script. Granting that a half-hour is not much of a frame for a full-bodied story, thi atre." Saturday (7) wherein she bares were present when she proceedings and Roy and Bares so orch delivered sharp back ang, per usual.

Tran.

Milton Berle had the makings of a potent show last Tuccaya (3) with the gutest bookings of Talluith Bankhead and Wally Cox. There were plenty of good spotted laugis, it is stituation setups, helter-skelter skits and production number tiems, but it was one of those stanzas in which the anticipated high fun quotient always seemed on the verge of breaking through to fulliment without doing so steadily over the hour's route.

Maybe this is related to the fact that Berle's exceptional string this caseon on NBC has made vieweers expect too much; or maybe it that Berle's exceptional string this seemed on the theorem of the continuity of the comming increasingly difficult to extend one theme over a 60-minute of difficult to extend one theme over a 60-minute of difficult and the standard and Frank Sinatra helped the star dat over that memorable session. The militateral theme in this case was lawing the continuity revolved largely around schoolmaster "Mr. Peepers" as set against the w.k. sophisticacy of Miss Bankhead and Frank Sinatra helped the star dat on the will be seen the will be seen to th

Ed Sullivan put on one of pis most effective shows with Sunday's 181 edition of "Toast of the Town" on CBS-TV. This Lincoln-Mercury dealers show constituted complete change of pace, inasmuch as the program emanated from New York's Metropolitan Opera House in from of a "black tie" audience, with Metop personnel in the sing sequences. It was probably one of the top musical shows ever put on.

of the top musical shows ever put on.

Four star voices of the Met participated in an interesting, well-selected repertoire. Rise Stevens and Richard Tucker opened in a last-act scene from "Carmen," in which an enraged jealous Don Jose stabbed the taunting Carmen, Excellent singers showed skill at the dramatic as well as the melodic passages, to provide not only a strong opener, but a high standard of performance that was matched in the succeeding sequences.

Another big number was the Quartet from "Rigoletto," with Tucker, Miss Stevens, Robert Merrill and Roberta Peters as participants, Staging of this number was as effective as the singing, for a superb sequence.

Another fine ensemble number

rill and Roberta Peters as participants. Staging of this number was seffective as the singing, for a superb sequence.

Another fine ensemble number was the finale of "Boris Godunov," with Cesare Siepi in the title role. Basso has one of the more resonant set of pipes on the Met's roster, and he too was as effective dramatically as vocally. The thud with which he took a fall from the 10p of a small flight of stairs must have hurt many in the audience as well as the singer. Chief assist in this sequence came from Carl Franke. Sole non-operatic tune was Merrill's "Some Enchanted Evening," for excellent results.

Procession of singing was broken up effectively by two comies. Sam Levenson, in the deuce, spoke of the culture prevalent on the lower eastside In his youth, and for the most part he was funny. Levenson falls down only when he tells a gag which leads to a punchline and which has no bearing on the characters he speaks of. Victor Borge's musical wit was highly effective. His pianistic comedy and impressions of an opera were punctuated by solid laughs throughout. Most of this material is used in his cuirent one-man show at the Golder Theatre. N.Y.

During the hour, there were buffies by assistant Met managers Sohn Gutman and Francis Robinson, who spoke on various phases of the Met's operation, an intro of Merrill's pop song by general manager Rudolf Bing, and a songless appearance by Margaret Truman.

Sullivan's broadcast precedes the opening of the Met by eight days. Glittering preem of the foremost American operatic institution takes place Monday '16' with Gounod's 'Faust'.

Another sidelight of Sunday's 'Toast' is that the Met session'

"Faust."
Another sidelight of Sunday's Toast" is that the Met session followed two successful weeks with another singer, Julius LaRosa. Perhaps some of the audiences that tuned in for the former Godfrey vocalist hung around for a higher level of singing.

Jose.

Edward R. Murrow trained the remote interview cameras on a pair of global and show biz w.k.'s ta "Person to Person" last Friday 161—on_CBS-TV. Since Richard Rodgers and Elsa Maxwell are articulate in any kind of medium and bave something to say that's always away from the cliche, it was one of his best stanzas to date. First came composer Rodgers under "at home" surveillance in his N.Y. domicile, with his lovely wife chiming in to fillip the session.

wife chiming in to fillip the session.

For the trade, the Pulitzer Prizewinning songsnith's statement about a sleeper song had the most interest. He said that his "Bewitched, Bothered & Bewildered," from "Pal Joey," was a dud until disked into the hit hists (it's still going and probably will continue indefinitely as a standard). Mrs. Rodgers tinventor of the Johnnie Mop, it was brought out broke down and confessed to her favorite piece from her spouse's big songang—'You'll Never Walk Alone,' from "Carousel."

The head of the house (meaning the elefter) declared that his proud-tone is a distinguished

The head of the house (meaning the cleffer) declared that his proudest possession is a distinguished service medal from the Navy for his "Victory at Sea" score, admitted that tunes come easy to him.

(Continued on page 38)

OPERA CAMEOS With Frank Guarrera, Jeanne Gibbons, Walter Fredericks
Narrator: Glovanni Martinelli
Producer: Carlo Vinti
Director: Lee Polk
Writer: Joseph Vinti
30 Mins.; Sun. 7:30 p.m.
PROGRESSO QUALITY FOODS
DUMont, from New York
Going on the air Go

Dumont, from New York

Going on the air for is fourth consecutive season, "Opera Cameos" now has added something new—subtitles. The theory is that, since the operatic excepts on the show are sung in the language in which they were written, viewers might enjoy reading the traillation of what's being said.

For more reasons than one, the subtitle idea doesn't work out. First of all, it's detracting for those who are tuned in to listen to the opera. Second, the titles are in very small print and at times blad into the background to the point where they can't be read.

It's difficult to see why producer

into the background to the point where they can't be read.
It's difficult to see why producer Carlo Vinti doesn't succumb to the general trend and present his operas in English. He would save himself a lot of trouble and, chances are, his audience would be grateful. As is, the preem show established without a doubt that subtitles aren't the answer.

First show was devoted to dramatic excerpts from Leoneavallo & "Pagllacel," an opera which is short in its original and offers fine opportunities for TV adaptation. Frank Guarrera of the Metropolitan sang Tonio and did quite well with it. Walter Fredericks strained for effects both vocally and in his acting. At no point did he convey the torment of the clown with any depth of feeling. Jeanne Gibbons sang Nedda and displayed a pleasing voice.

Giovanni Martinelli, ex-Meterant tied the various everythe.

a pleasing voice.

Giovanni Martinelli, ex-Met veteran, tied the various excerpts together with a brief commentary, Guiseppe Bamboschek directed the orchestra and chorus. "Opera Cameos" obviously has merit. It gets away from formally dressed men and women standing on a stage and instead puts them into the costumes of the parts they are supposed to sing. From the TV point of view, that's an important improvement.

However, a half-bour is very

improvement.

However, a half-hour is very little time, even for just highlights, and the overall effect suffers as a result. Staging and camera handling also could stand quite a bit of improvement. In presenting opera on TV, action becomes for more important than it might be on the stage of an opera house. Singers should be picked for both their voice and their acting ability. That is a lesson "Opera Cameos" has yet to learn.

It's the Smog

Continued from page 27

co. The recent California confer-ence of the Seventh Day Adventists gave feature attention to smoking "as a social evil."

Worst blow dealt the weed re-Worst blow dealt the weed recently was unquestionably the lead piece in the 11,000,000-circulation Reader's Digest, "Cancer By The Carton," by Roy Norr. Another article of his "King-Size Cancer." is on the spindle. Norr is the public relations counsel who many years ago, when then serving the chocolate industry, forced the late George Washington Hill of American Tobacco to stop using his radio and newspaper copy theme, "Reach for a Lucky instead of a sweet."

Spinach Comparison

Spinach Comparison
Until quite recently, tobacco
houses shrugged off the latterday
campaign against cigarets. It
seemed like "crank stuff." The Epworth League and YMCA of 59
years ago had fought what they
then called "coffin nails" and
which they then argued would be
far more serious than cigars or
pipes. This propaganda was gradually laughed out of court. The
present campaign is more serious
in the light of the death rate from
lung cancer. One doctor has said

present campaign is more serious in the light of the death rate from lung cancer. One doctor has said sarcastically, "If there, was the same apparent link between syntact and stomach cancer as there is between excessive smoking and lung cancer the ery would chothrough the land 'spinach must so,' but then spinach is not a \$5,000 to 100,000 industry."

Not exactly a delight to cisorit advertising account executives a the plan of the American Cancer Society to have \$0,000 membres, keep 10-year "diaries" in which they will correlate the smossing habits of friends, 'acquaintanes and neighbors known to have did in that time from lung cance. This lugubrious chart will not edity the public for some years.

DINNER WITH LISA
With Lisa Ferraday
Writer-Producer: Bob Claver
Director: Paul Jones
10 Mins; Tues.-Thurs., 7 p.m.
KIRSCH BEVERAGE CO.
WABC-TV, New York
(Grey)

lasa Ferraday is a charming over who's been kicking around video guest spots since making few pictures where her physical denoting endowments supplied to this "at home" show on

video guest spots since making few pictures where her physical demoting endowments supplied in this "at home" slow on ABC-TV local she's been sadd with a double burden, being the performer-hostess and control plugger at very nearly one of the same time. In a 10-minute make the sponsoral blurbs can be done the same time. In a 10-minute make the sponsoral blurbs can be done to the same time. In a 10-minute make the sponsoral blurbs can be done to the sponsoral blurbs can be done to the sponsoral blurbs can be done to the sponsoral blurbs can be defined that the sponsoral blurbs can be defined that with Victor Borge that go; the sponsoral blurbs that with Victor Borge that go; the bread-and-butter verblage. An praiser with a deep penchant for deffeacy would undoubtedly fer the Hungarian goulash that Ferraday hinted she can contain the sponsoral blurbs and the sponsoral sponsoral the extent that zeal in deliverative plug beclouds the program step the stem fronting for a product the extent that zeal in deliverative being forced to follow a ad design, instead of set into a tern that would provide an atsphere of spontaneity wherein actress can display her genuine inner With Llsa" mood. As is, show caught was stiff, well over commercial allowance and as knowns as the carrill at a contain the language of the lenguage of the guest.

Trau.

TAKE IT FROM ME
With Jean Carroll, Alan Carney,
Lvnn Loring, others
Producer-director: Alan Dinehart
Witers: Coleman Jacoby, Arnie
Rosen
Music: Bernle Green
30 Mins., Wed., 9 p.m.
ABC-TV, from New York
Scripters; Coleman Jacoby and
Amic Rosen, no newcomers on the
tele comics' circuit, have bit a paydirt format for nitery monologist
Jean Carroll on ABC-TV's "Take
It From Me." Without sacrificing
Miss Carroll's standup patter forte,
they've set her in a family situation comedy that's fluld and funny.
As a heetic haustrau (Alan Carney's wife and Lynn Loring's
wife and Lynn Loring's wife and Lynn Loring's wife and Lynn Loring's mathem Miss Carroll carries the

ys wife and Lynn Loring's other, Miss Carroll carries the ight of the show on her shoul-rs. The half-hour is hers from to finish and she shines all way. Her monelog opportuni-s, all hefty yock material, is start to finish and she shines all the way. Her monolog opportunities, all hefty yock material, Is nearly introduced via the "stream of consciousness" pattern. It never interrupts the flow of the plot line and its rib-tickling impact is sure-fire. Her intonation and her grimaces are gems of comic inventiveness and fortunately the writers don't let her down.

Opening stanza Wednesday (4) was pothing more than a report of her day at home, but its approach was lively and lighthearted. It followed her from breakfast with her husband, his face buried in the morning newspaper, of course, through a laundry-klatch in the apartment house's community laundry room and winding up with a quiet evening at home with hubbar reading the paper and daughter doing the homework.

It was a tintop scripting and the shing job. Carney was an excellent foil for Miss Carroll and little Lynn Loring did okay in a biref assignment. Show bogged down a bit in the laundry scene.

ent foil for Miss Carro Lynn Loring did oka f assignment. Show in a bit in the laundry n a bit in the laundry scene, the woman-to-woman talk obvious and strained. Alice ce sparked the supporting ers here but in all the thespers better than there lines, an Dinehart's direction and a Green's scoring maintained show's good spirits. Gros.

WCBS-TV Inks Thompson To Kid Pubservicer

Hal Thompson, former producer-ector of WOR-TV's "Merry allman." has been signed by into of WOR-TV's "Merry uliman." has been signed by CBS-TV to a new Saturday morn-2 9, to 10 show. Program will ke off Nov. 28, and is being cold as an important public bleerigged stanza slanted to as an important public crisged stanza slanted to The four will follow ex-ball-Tommy Henrich's "Junior Syssion" (retified from Clubhouse"), whose open-Clubbouse", whose open-of been delayed and finally unched on Saturday (7) in 30 to 9 slot on the N. Y. flag-

DR. I. Q.
With Jay Owen, Tom Reddy, Ed
Michaels, Art Flemming, George
Ansbro
Producer: Frederick Heider
Director: Charles S. Dubin
30 Mins.; Wed., 9:30 p.m.

Co-op ABC-TV, from New York

Co-op ABC-TV, from New York

Quiz addicts and others, embarrassed by the farcical large-denomination giveaway shows, should haif the return to the air of "Dr I. Q." Question and answer stanza, a longtime radio regular, made its video bow over ABC-TV last Wednesday (4). Whether aired over AM or tele, show puts the majority of other quizzers to shame. Problems presented contestants are puzzlers and there's no bending back to make it easy going for those at whom the queries are pitched.

Show is given rapid-fire handling with silver dollar awards of generally small amounts adding to program's integrity. Format remains the same as it was on radio whereby quizmaster has exceral aides spotted throughout the andice with portable mikes for the use of contestants. Questions were punchy and included the switcheroo of having a quizzee give the wrong answer to a particular poser. Major change in program since exiting radio a few years ago is-in the Dr. I. Q. identification. Lew Valentine, long associated with the role, has been replaced by Jay

exiting radio a few years ago is—in the Dr. I. Q. identification. Lew Valentine, long associated with the role, has been replaced by Jay Owen. Latter gives affahle and dramatic handling to his quizmastering. Assistants perform efficiently. Lee Segali is credited as show's creator.

WHY DOCTOR?
With Dr. Douglas M. Kelley, guests
Director: Russ Baker
30 Mins; atternate Sun., 8 p.m.
KGO-TV. San Francisco

30 Mins; atternate Sun... 8 p.m.
KGO-TV, San Francisco
Better understanding of medical
problems are sought here by
medics, pinpointing cause, treatment and cure.

"Why Doctor?" under ausplees
of the California Medical Assn.,
paints a vivid pleture of human
ailments with fine professional interpretations by specialists. Stanza
is successful in keynoting medical
language simplicity.

Program viewed was an exemplification of human skin disorders.
Program host Br. Douglas M.
Kelley handled his assignment in
a simulated consultation manner
with easyflow conversation between visiting medics, Drs. Walter
Weber, Carroll Russell and Bernard V. O'Donnell. Doctors were
comfortably poised and warmly informative before cameras. Drs.
Weber and O'Donnell were especially effective in their humorous
comments during less serious demonstrations.

A layman's understanding was
projected by guests in explaining
and advising viewers on skin

A layman's understanding was projected by guests in explaining and advising viewers on skin maladies, accidents and diseases. Free use of charts, diagrams and special medical equipment gave special medical equipment gave viewer a clear picture of subject matter.

matter.

Doctor Kelley is an affable host. His questions were pertinent and brought forth heady into from his guests. Specialists passed medical ball skillfully, each expressive and informative in his presentation.

Simple, forthright production and artistically alert lensing provided proper accourrements for a well-rounded medical forum.

Touc.

JACK LA LANNE SHOW
Director: Russ Baker
30 Mins.; Mon.-thru-Frl., 9:45 p.m.
KEVO CO.
KGO-TV, San Francisco
Jack LaLanne imparts to televiewers living proof that "fighting the battle of the bulge" pays dividends.

His daily 15-minute segment is instructive and educational. Viewers are given actual exercise demonstrations as well as dietary notes for balanced, high-protein menus.
LaLanne, physical culturist and former "Mr. America," has a pleasing manner before cameras. His light touch of humor and blithe manner lifts stanza from the ranks of a common exercise program. LaLanne could add aditional program polish by using more control of his hands when instructing. He sometimes gives an impression of a wrestler angling for a strangle-hold.

On third program, Jack interviewed Steve Reeves, "Mr. Americans of the strange of the street Reeves," Mr. Americans of the street Reeves, "Mr. Americans of the street Reeves," Mr. Americans of the street Reeves, "Mr. Americans of the street Reeves," Mr. Americans of the street Reeves, "Mr. Americans of the street Reeves," Mr. Americans of the street Reeves, "Mr. Americans of the street Reeves," Mr. Americans of the street Reeves, "Mr. Americans of the street Reeves," Mr. Americans of the street Reeves, "Mr. Americans of the street Reeves," Mr. Americans of the street Reeves, "Mr. Americans of the street Reeves," Mr. Americans of the street Reeves of the street

On third program, Jack interviewed Steve Reeves, 'Mr. America, World and Universe' title-holder, now turned film star Interview was pertinent and holder, now turned and inter-terview was pertinent and inter-esting with both "body beautifuls" explaining value of physical trim-and importance of diet and explaining value of physical trimines and importance of diet and exercise. But for full value, inter-constant of the second of t

'Shoeshine Boy'

On "See It Now" last Tues-y (3) Edward R. Murrow day (3) I presented day (3) Edward R. Murrow presented (among other subjects) a filmed interview of former President Truman from
Kansas City after an "at
home" chat (also on celluloid)
with Gen. George C. Marshall
on his winning of the Nobel
Peace Prize. When HST was
asked what he thought of the
person who had called Gen.
Marshall "disloyal," he said
that person is not fit to shine. Marshall "disloyal," he said that person is not fit to shine the general's slose. It was a case of "no names" please but an unmistakeable reference to a United States Senator That Murrow himself was not, averse to falling him with the former President's thinking along this line was obvious in the commentator's windup, when he declared himself as adopting Truman's self as adopting Truman's

windup, when he declared himself as admiring Truman's selection for a shoeshine boy.

The direct way in which this was put hinted that Murrow was trying to "smoke out" the senatur for a reply, and it's no secret among a small coterie of broadcasters, correspondents, etc., that Murrow is on the senator's "hate" list.

Too bed that even the year.

is on the senator's "hate" list.

Too bad that even the usually fearless Truman took the indirect attack route. There were trade hints before the program that the senator would be mentioned by name. But Truman socked over his point nevertheless — and Murrow made sure of it in his postscript.

Tran.

ON CAMERA
With Frank Hoy, George Curtis
Director: Bill Gildersleeve
15 Mins., Tues., 6 p.m.
WPMT, Portland, Me.

Director: Bill Gildersleeve
15 Mins., Tues., 6 p.m.
WPMT, Portland, Me.
Station manager George Curtis
of this new UilFer has chosen the
direct approach to viewers and potential timebuyers, teaming with
owner Frank Hov for a strong
pitch for the outlet's programs,
policies and new-type signal, In a
market that now has a single TV
sender, but soon will have four
serving it on a primary hasts, three
of which will be in the VIIF band.
Curtis and Hoy pull no punches
as to difficulties being encountered
in the shakedown period, which
frankness adds impact to casual
mentionings of plus Items. In
stanza caught, reception difficulties
encountered by setowners in outlying areas were hashed over. Curtis tactfully suggested to one
miffed set-purchaser that he might
check to see if the installer hadn't
bolted the UIIF bowtie directly to
the VHF mast, which circumstance
would result in a grounded UIHF
antenna if the mast had been fitted
with a lightening arrester. (The
foregoing being phrased in the
most diplomatie language, of
course, as installers' attitudes arecrincial during the initial stages of
UIHF in a competitive market.)
Hoy allowed his manager to hold
orth for most of the session, coming
in at the end with an informal account of a recent visit to the networks' headquarters, and some
grassroots comments on colorcasting. He expressed himself as
thrilled by the quality of the tinted
signal, but somewhat puzzled as to
how smaller operators could ever
afford it, with camera tube replacements alone amounting to
more on an annual basis than a
monochrome outfit's total budget.

Stanza sizes as a useful promotional device, drawing viewer's
with its 'missled' angles, and per-

Stanza sizes as a useful promo-tional device, drawing viewer's with its "inside" angles, and per-sonalizing what might otherwise seem just another notch on the tuner.

EDUC'L RADIO VIA MUSIC SPREADS IN N.C. SCHOOLS

Educational radio, boosted via classical disks aired over WBT, Charlotte, N. C., a CBS affiliate, is currently entering the North Carolina school systems, according to Nelson Benton, station publicity director who's visiting N. Y., and the CBS web.

the CBS web.

Educational public service show, claims Benton, began last summer as a 13-week pilot series during the Brevard Music Festival, Programs, introduced under the auspices of the Junior League of Charlotte, run directly into city classrooms where kids learn music appreciation. Idea spread to other surrounding school systems, reports Renton, when kids enthusiastically surrounding school systems, reports Benton, when kids enthusiastically greeted music at a Charlotte Symphony Orchestra concert they had heard before over WBT. WBT producers, noting good results, are considering further expansion of the music education pitch.

THE TV HOUR
(Outlaw's Reckoning)
With Eddie Albert, Jane Wyatt,
Wallace Ford, Vicki Cummings,
Lee Marvin, George Mathews,
John Shellie, Ruth Gates, G.
Albert Smith, Dickie Allen, Dennis Bohan, Dan Frazer, others;
music, Ralph Norman; sets, Fred
Stover

music, Ralph Norman; sets, Fred Stover
Producer: Herbert H. Brodkin Director: Ralph Nelson Writer: Halsted Welles 60 Mins., Tues., 9:30 p.m. Sustaining (alt, weeks) ABC-TV, from N. Y. When U. S. Steef finally chose ABC-TV to carry its television dramatic entry on alternate Tuesdays, one of the provisions of the deal was that the network-supply a drama series of comparable stature to fill the alternate week niche. ABC-TV chose its old "Album" unit, headed by Herb Brodkin, to produce the series, then proceeded to wrap up Motorola to sponsor It, starting Dec. 1.

Whatever doubts Steel may have

sponsor II, starting Dec. I.

Whatever doubts Steel mas have felt about the merits of the network-produced entry should have been dispelled by the initial drama in the series, produced last Tuesday (3) on a sustaining basis. If ABC doesn't bring in teleplays of the dramatic intensity of the Steel entries, it will more than make up for R. In the scope of general appeal its shows promise to have Initialler, for example, was an adult western, "Outlaw's Reckoning," adapted by Halsted Weller from a story by Ernest Haycox and the web gave II a production ride that was virtually unprecedented. dented.

Many of the viewers must have thought it was on film until the final card said it originated live from ABC studios. Brookin brought horses and a stagecoach into ABC Studio, I, had a 40-foot bridge constructed, along with a corral, road, couple of buildings and a two-room interior. It really looked like the wild outdoors (it probably smelled that way too, afterwards and gave a convincing background to the drama.

Story itself ran along routine lines, but managed to pack in a good deal of suspense and action. Eddie Albert was an innkeeper in the west, a quiet guy until aroused. Lee Marvin was the brillying outlaw hot came to kill Wallace Ford, the sheriff, and to flirt with Jane Wyatt, Albert's waitress. Sheriff gets killed, Marvin aronses Albert to the point where Albert kills him, and Miss Wyatt, who's heen pining for Albert, fluidly wins him. But director Ralph Nelson got some excellent effects: the sheriff and Marvin opposite each other at the dinner table, each waiting for the other to make a move; a wild and unluhlibited fight between Albert and Marvin walked-away with the honors with a sterling lob sthe villain. Albert was effective as the horo, and Miss Wyatt scored as the girl. Vicki Cunimings was good as a wealthy girl who fell in love with Albert, and Ford scored as the old but dogged sheriff. Others in the cast, including George Mathews as the stage driver, Ruth Gafes as the cook and Dickie Allen as a youngster. Ruth Gafes as the cook and Dickie Allen as a youngster. Ruth Gafes as the cook and resident of the players but traces it was intrusively loud. Ditto sound effects, which at times interfered with the voices of the players. But taking Into account all the many production elements, it was a virtually hereulean job that was brought off very well. Steel need not fear about its alternate week and it looks like Motorola will have a good thing on its bandwome Dec. 1.

GUY LOMBARDO SHOW
With Guy Lombardo Orch, Ke
Gardner, Bill Flaunigan, gue
Producer: Lombardo
Director: Jim Elson
30 Mins; Fri., 7 p.m.
LINCOLN-MERCURY
WNBT, N. Y.
(Kenyon & Eckhardt)

INCOLN-MERCURY

(Kenyon & Eckhardt)

Band remotes have not enjoyed any particular success on video, but this new show with Guy Lombardo's orch could establish a solid niche on the Friday night sked, picked up from the Hotel Roosevelt's Grill Room in N. Y., where Lombardo roosts for most of the year, this stanza shapes up as a pleasant, unpretentions session of pop and dance music for post-dinner relaxation.

Lombardo is handling both the batoning and emece chores in his suad relaxed, affable manner. On the preem (b), he introd the family portion of his organization (frees Carmen, Lebert and Victor and brother-in-law Kenny Gardner) and gabbed with vet librettist Otto A. Harbach who was seafed at a tingside table. Passing waiters occasionally blocked the camera's table view but that was part of the realistic setting. Harbach spoke about what it takes to become a successful songwriter. Lombardo also chatted briefly with a couple celebrating their 40th anni and lirought on Ed Sullivan's secretary, Julia Meade, to pave the way for a Lincoln-Mercury film commercial Backdrop for the band also showed a placard for the motor company. Otherwise, the show is based on the standard Lombardo pattern of sweet danceable music. Repertory on the opening show included such current hits as "You, You, You," 'Vaya Con Dios," yocaled by Gardener and Bill Flannigan. "Recochet," more pop medleys and a fine twin pano version of "I Love Paris." This show, of conree, is a donble plug, one for the bankrolling Moreavery incoln deglers and the

This show, of course, is a dou-ble plug, one for the bankrolling Mercury-Lincoln dealers, and the other for the Rousevelt hostelry, which reaps the benefits from the remote pickup.

CHICAGO SYMPHONY
With Fritz Reiner, conductor; Ken
Nordline, Stanley Gordon
Producer; W. G. T. Ilyer
Director: Barry McKiuley
60 Mins; Wed., 7:30 p.m.
CHICAGO TITLE & TRUST
WGN-TY, Chicago

Bucheso

This prestige show for a pres-tige account does two important shings. It goes a long way in dis-spating local TV's serious music vacuum. And it retutes charged that there's nothing "really worth-while" on TV.

strainm. And it fertiles that yes that there's nothing "really worthwhile" on TV.

That these weekly telecasts brill around the Chicago Symphon, now in the third season, have paid off more than satisfactorily for Chicago Title & Tin 1 is seen in the fact that the show has been expanded to a tall hour with all the order strat trapiones including a 60-man crew "Show is also get-tine network shower and on Du-Mont via the kine raute elsewhere Sindays at 5 p.m.!

Concert watched (4- marked the mitial appearance on the TV series of Dr. Firtz Reiner, who took-over this season as Chi Symphon, conductor. The more effective shots caught in director Barry McKin-ley's four-camera barrage were the head-on sequences of the maestro, showing his studious, precise baton manner.

Despite the n.e. of four cameras were the feet of the proporties of

baton manner.

Despite the n.e of four cameras in WGN IV's generously proportioned Studio I-A, the problems of converting a noised group of this size to video are still apparent. But W. G. T. Hyer, handling production for Television Airshows, has apparently reached the conclusion that even on TV a concert is really listened to more than it's watched Not that the yisial values agent? listened to more than it's watched Not that the visual values agent important. The impressive closerips of Reiner and the pinpointing of the various sections of the orchestra provide a plus. But with 60 pros working under the sick of a conductor of Reiner's stature, what comes out of the speaker Is more important than what comes out of the picture tube.

Again this season the con-

defined a plas But with 60 pros working under the stick of a conductor of Reiner's stature, with Wanda Ramey, guests Director: Dorothy Hooker Nye 15 Mins, week days, 12:15 p.m., sustaining KGO-TV, San Francisco A quartershour of femine new ciews and interviews. Wanda Ramey, debuting in her first solo teleshow, has qualifications to make her one of towns leading video charmers.

A year's rathe interview experience on KROW Oakbard, hararined her with confidence and poise. She bidances to interview on a tight wire—allows guests to speek for themselves, derify leads them into channels pertinent, to subject matter.

The initialer found Wanda in a pleasant, homey setting. After welconnerg current Post Mester-Convention to Bay streat the day. It was short, miormative to the boant. Also, Krech was given free relatives to the convention to Bay streat the day. It was short, miormative to the boant. Also Krech was given free relatives of the certost of women's conversation.

Interview with gue t of the day.

The Case of the



Salesman with Good Connections



That's radio. More contacts than any salesman in the field, well-liked everywhere, always has a good story to tell.

For radio sells in 110 million different places, and in a single week calls on nearly 42 million different families. In fact, more different *people* than any other medium ever gets round to.

And one network alone fulfills all the quotas: CBS Radio.

For CBS Radio's showcase holds more of the top attractions—stars and programs—than all other networks combined. So naturally it's where the largest number of customers turn up to buy.

Yet for all the time it spends on the road (and for all the entertaining it does) CBS Radio still turns in a reasonable expense account. Per call, the smallest one there is.

All of which explains why CBS Radio continues to hold first place in volume of business. And why CBS Radio continues to sell for more of the leading national advertisers.

THE CBS RADIO NETWORK

Where America Listens Most

The Case of the



Salesman with Good Connections



That's radio. More contacts than any salesman in the field, well-liked everywhere, always has a good story to tell.

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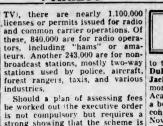
All of which explains why CBS Radio continues to hold first place in volume of business. And why CBS Radio continues to sell for more of the leading national advertisers.

THE CBS RADIO NETWORK

Where America Listens Most

Govt. License Fee

primarily one of equitable assess-ment of commercial broadcast licensees. Obviously, a uniform licensees. Obviously, a uniform rate to be applied to 250 watt and stations alike would be unfair. Question then is whether the same rate could be charged all 250 watt stations. Broadcasters will probably oppose thus on grounds that a 250 water value. What appears to be the most soluble to be applied to 250 watt and 50,000 watt AM stations alike would be unfair. Question then is discussions will be a proposal that fees be assessed on the basis of the charged all 250 watt stations. Broadcasters will probably oppose this on grounds that a 250 watter in a major city is not comparable to a station of the same power in a small community, also that cov-





to task of producing Penn football game films for station . . . Eileen DuFeen, local cafe chirper, will guest on Fred Allen's TVer, Nov. 17...

Jack Pyle, pop music deejay at KYW, broadcast the opening-night ceremonies at Philadelphia Civic Opera Co., premiere of "Otello" at the Academy of Music, last night (Tues.) . . Phil Sheridan will present a beachfront home in Beach Haven, N. J., to winner of "mystery voice" contest on WFIL, as feature on WFIL-TV "Cerebral Palsy Telethon." Nov. 14-15.

The Two Tones, Nora Harper and Marge Gibbons, vocal duo discovered by Joe Grady and Ed Hurst (on WPEN's daily matinee "950 Club"), have been on the 950 Club show for three years, graduated high school four months ago

four months ago

IN PITTSBURGH . . .

Doctor is permitting George Podine, convalescing manager of WHJB in Greensburg, to go to his office for a couple of hours daily. Barbara Sirinek has joined the WENS secretariat as Girl Friday to publicity director Peter Thornton... Pressure of her teaching duties at Carnegie Tech and work on a new novel forced Gladys Schmitt to withdraw from the panel of "This Time Next Week" on WDTV... Henry Jackson has resigned from the Dubin-Feldman agency to become radio-and-TV director of the Jay Rich office... Gloria Bergman (Mrs. Ted.) Okon is returning to teevee to do the live commercials on Keps Electric Co.'s "Feature Theatre" late Wednesday nights on Channel 2. It's a film program. Mrs. Okon was "Jane Wilkens" for Wilkens Jewelry's radio and television shows until she retired to have a baby and the new "Jane Wilkens" is Hollis Burke, formerly a model on "The Big Payoff."

Mike Sedore just chalked up his 14th anni as an engineer at KQV... Donald Sharapan, local boy on the announcing staff of WLIO in East Liverpool, O., into the army ... Florence Sando, who quit TV here five months ago to go to Toronto, where her husband, Arthur Manson, was Metro field man, is moving back into the channel picture here now that Manson has been named press chief here for Cinerama. She started with a guest appearance on the panel of "This Time Next Week" ... Army has tagged Joe Bassett, of Friedman-Rich agency's TV department, and he's being replaced by Bob Pleunish, program director of WLOA in Braddock.

IN MINNEAPOLIS .

With opening of two new studios, KSTP-TV and radio station investment now totals more than \$2,000,000, according to president S. D. Hubbard, who says more TV shows than ever before will be produced locally ... WCCO-TV requesting CBS-TV to provide newsreel films for use of local stations on latter's programs during afternoon hours when network has no programs ... KSTP-TV turned over facilities to U. of Minnesota students for their three-hour show to boost Campus Chest drive to raise funds for student causes. Students produced program and furnished all of the talent ... In cooperation with Minneapolis Better Business Bureau, WCCO radio launching new Sunday afternoon show series, "Dutch Uncle," designed to alert listeners to fly-bynight promotions and offbeat business practices . . NBC network radio show. "College Quiz Bowl," originating from KSTP here

Tele Followup Comment

spoke about the early training in music he received from his parents and put in a couple of good words about a guy he knows pretty well, lyricist-collab Oscar Hammerstein 2d; plus a frank statement that with his late co-worker Larry Hart he had to supply him with the inspiration, or music, first (with Hammerstein it doesn't make any difference, he said in effect).

Miss Maxwell was her usual alert and quick-on-the-trigger self. She did a lot of charming name-dropping without the false modesty that would generally characterize such assertions and conducted herself in such a vigorous manner as to give the big lie to her 70 years. She seemed particularly joyful at revealing that she won a beauty contest in San Francisco 66 years ago (with a still picture shown to prove her pulchritude at age of 41, disowned the idea that she makes her livehood as a party tosser, and described every person she named in one-liners that had wit and authority behind them. Miss Maxwell (who was caught in action at her Waldorf Towers apartment in Gotham) seems custom built for TV, whether it's a panel or a quizzer or handling scripted roles.

Billed as "a deeply moving, heart-warming story of lasting signers and the proving and the proving heart-warming story of lasting signers and the proving heart-warming story of lasting signers and the proving heart-warming story of lasting signers.

panel or a quizzer or handling scripted roles. Trau.

Billed as "a deeply moving, heart-warming story of lasting significance," The Meaning of Truth" on the Campbell TV Soundstage over NBC-TV last week (6) hardly measured up to these extravagant expectations. Play instead turned out to be rather commonplace TV fare which exaggerated a good point.

It was all about a college reunion to honor a classmate, once the school's football star, who had been flunked out by a professor just prior to "the big game" and who, in fact, never had received a diploma. Now the fellow wanted to get even with the prof who did him wrong 25 years ago.

He proposed to block the teacher's appointment as dean of the school. However, he gave him an out. All would be forgotten if the professor publicly stated at the testimonial dinner that he was sorry. Prof stuck to the fruth, delivered a passionate speech, and all ended well with one of those miracle conversions that can only happen in Italf-hour TV dramas.

John Beal played the professor, looking slightly young considering the sequence of events. A capable



CORAL RECORDS

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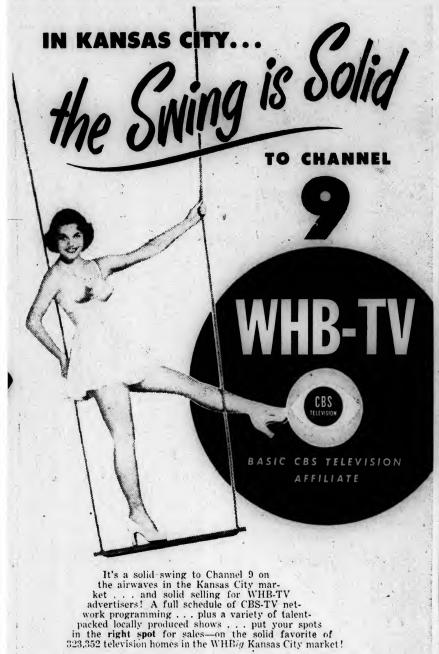
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John T. Schilling, General Manager

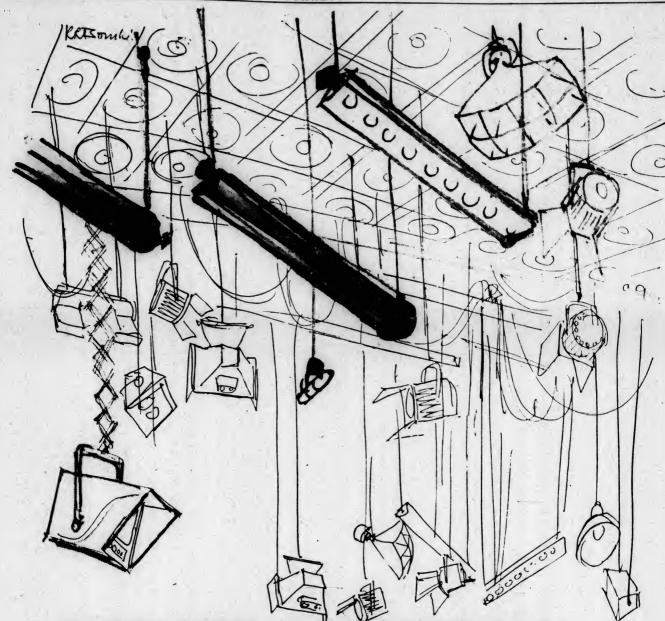
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EDWARD R. MURROW takes you INSIDE TELEVISION CLTY

for a backstage view of television – from a program idea to the picture on your screen.

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Television Chatter

New York

W. Allen Jr. named of publicity and public of the DuMont Labs Edward W. anager of p Edward W. Allen Jr. named manager of publicity and public relations of the DuMont Labs Andrew Ross appointed director of graphic arts for ABC-TV; in charge of all on-the-air graphic art activity. Ruth Manning into cast of "Man Behind the Badge" on CBS-TV next Sunday (15). Director C"The Goldbergs" and "Lamp Unco My Feet") Martin Magner 2d-dressed New School's radio-TV writing, workship Monday (9) on "What the Director Expects of the Writer". Three Suns did a guest shot on Kate Smith's NBC-TV show Monday (9). Howard Barker tapped as seeme designer for Saturday's (14). Lighthouse Telethon on WATV.

Global Telefilms added Karl

on WATV.

Global Telefilms added Karl.
Landt (ex-Landt Trio & White) as
a sales staffer. Michael Dreyfuss into the dramatic segment on
tomorrow'se (Thurs-) Kate Smith
show. Betty Sue Albert into
cast of "Maina" Friday (13)
Jane Pickens cincees her eighth
telethon for cerebral palsy over
WFIL-TV; Philly, beginning Satucday night (14) for a 16-hour
stretch.
Douglas Edwards (PS-1)

WFIL-TV: Philly, begaining Saturday might (14) for a 16-hour stretch.

Douglas Edwards, CBS telecaster, returned to the scene of his broadcasting debut last week as featured speaker at first annual home-comming of the Troy (Ala) High Saturday (7) on the speaker at first annual home-comming of the Troy (Ala) High Saturday (7) on the speaker at first annual home-comming of the Troy (Ala) High Saturday (7) on the speaker at first annual home-comming of the Troy (Ala) High Saturday (7) on the speaker at first annual home-comming of the Troy (Ala) High Saturday (7) on the N. Y. indie with George Schwartz, will and marine life. Schwartz will not indies filing petition, so that Artur Stander is unopposed for national prexy, and Hugh Wedlock and Who now instructs em at Oak Rudge, Tenn, atomic site plant.

Hollywood

KTI-A topper Klaus Landsberg to N. Y. on biz over the weekend. Deadline passed in Television was the study of the Writers of America election with no indies filing petition, so that Artur Stander is unopposed for national prexy, and Hugh Wedlock and Who now instructs em at Oak Rudge, Tenn, atomic site plant.

And "Hollywood

KTI-A topper Klaus Landsberg to N. Y. on biz over the weekend. Deadline passed in Television was an under the precent of the Writers of America election with no indies filing petition, so that CBS-TV film sales' conferences with Easter and Who now instructs em at Oak Rudge, Tenn, atomic site plant.

And "Hollywood

KTI-A topper Klaus Landsberg to N. Y. on biz over the weekend. Deadline passed in Television was indicated by the transported to N. Y. on biz over the weekend. Deadline passed in Television was the precent on WPIX last study of the transported by the my which the precent of the Writers of America election with no indies filing petition, so that Artur Stander is unprecent on the work of the Writers of America election with no indies filing petition, so that Artur Stander is unprecent on the Mriter of the Writers of America election with no indies filing petition, no indies fil bouglas Edwards, CBS telecaster, returned to the scene of his broad-casting debut last week as featured speaker at first annual home-coming of the Troy (Ala.) High School Alumni Assn. Also on hand was Mrs. Alice Walker, his mother, once on the teaching staff there and who now instructs 'em at Oak Ridge, Tenn, atomic site plant... Ethel Torsen switches her fashion show to Simday nights at 11 on WPIX, with an additional 15 minutes being added, making it a 45-minute stanza.

NBC-TV's Katherine Murray to

nual luncheon of the N. Y. Philan-thropic League, Sunday (15) at the Waldorf-Astoria . . Ernie Kovacs ready to show pix original "The Knockwurst Mystery," on his WCBS-TV morning show Tuesday (17). Kovacs shot the silent cellu-loid at his new three-acre Rockland County 1NY) home. Andy McKay and Trigger Lund, both show regu-lars, are supporting players in the "spy" chiller . Claudia Hall, NBC color TV's "Kissing Girl," to star in ha f-hour play, "Raspherry Queen," on CBS-TV's "Omnibus" Sunday (15). "Gently Does It," at the Play-

Sunday (15).

"Gently Does II," at the Playhouse Theatre, N. Y. will give a Sunday evening performance this weekend (15) and eliminate its Tuesday (17) show, enabling its featured performer, Brenda Bruce, to play a starring role on the "ABC-TV Hour," that Tuesday (17).

play a starring role on the "ABC-TV Hour," that Tuesday (17).

Reflecting the overrowering interest of fan mag editors in the "humility" whoopdedoo, Paul Denis has a flock of Godfrey wars coming up in TV People, TV World, TV Star Parade Moppet Charles Taylor on Philos and moppet Angela Adamides on "Bonimo," placed by Henry Brown-Beverly Chase . Zoology TV series, "Animals Are Fin," which preemed on WPIX last spring, resumed last Saturday (7) on the NY, indie with George Schwartz, NYU biologist, discussing animal and marine life. Schwartz will use telefilm clips to supplement program's natural settings.

Freeman Gosden, of the "Amos

to develop projects in web's Holly-wood office . . . Barbara Joyce playing opposite Alan Mowbray in "Col. Humphrey Flack" on Channel 5 tonight (Wed) . . Louise Barry is new production supervisor for Gross & Baer's WNBT panel-show. "Let's Take Sides." Jane Bagley, formerly production assistant to Herman Levin and Alex Cohen, has also joined the Gross & Baer production staff.

Alice Pentlarge, formerly asso-ciated with "America's Town Meeting" and "Court of Current Issues, appointed to Town Hall, N.Y., exec staff.

N Y., exec staff.

Dorothy B. McCann planed to the Coast Monday 19) to supervise production on four more "Death Valley Days" telefilms. Pix will roll in Hollywood and company plans to trek to Death Valley Nov. 16. Ronald Waldman, director of TV variety shows for BBC, returned to London last week after a brief stay in town.

Ann. Loring should have been

Ann Loring should have been credited with the role of Nana, sister of Diane (Geraldine Brooks) in WOR's "Broadway TV Theatre" production of "Seventh Heaven."

Hal Sawyer, announcer of the Colgate show from the Coast, planes to New York today (Wed.) for the next two installments originating in the east.

... TV broker Mee Morton bought
52 of Erskine Johnson's "Hollywood Newsreel" vidpix, with
agent William B. White handling
the deal ... Michel Kraike
returned to his producing chores
at Screen Gens following loanout
to Harry Joe Brown to pen screenplay of "Five Builets" ... Ziv's
"Favorite Story" telepix series renewed in all 103 markets ... Tennessee Ernie to Honolulu for personals.

Chicago

Chicago

C. A. Swanson & Sons are staying with Goodson-Todinan's "The Name's the Same" on ABC-TV for another 26 shows on a skip-a-week basis. Chuck Romine, former WBBM scripter now with CBS-TV. New York, surveying midwest colleges for yarns to be used on the web's upcoming "The Search". New York, surveying midwest colleges for yarns to be used on the web's upcoming "The Search". Burr Tillstrom and friends subhed for ailing Kay Westfall last week on WNBQ's "Bob & Kay" day-timer. John Burns moves back to ABC-TV from CBS-TV to head up the Chi branch of ABC's new film syndication operation. Joseph Green and Pat Rastall also signed. Wieboldt Stores reviving the "Cinnamon Bear" kiddie strip again on WGN-TV for the Xmas sales push ... Ben Park, Chi NBC-TV program manager, has taken over the directorial reins on "The Bennetts," morning soaper Peter Fox Beer hoisting the tab on WBBM-TV's new Saturday afternoon weekend news and feature roundup hosted by Jim Conway.

Kling Studios peddled the cel-

way.

Kling Studios peddled the celluloid "Boxing from Rainbo" package to six stations last week. Kling's "Bert & Elmer" vidpix sold to WOC-TV. Davenport. Tonl Gilman. Eddle Simmons and Marion Browne added to the "Hawkins Falls" cast on NBC-TV.

Joe Wilson handling the commentary on "WNQ's Tuesday night towling telegasts bankrolled by De Met Pontiac. Perfect Plus Hosiery has ordered "Boston Blackle" for a 26-week run on WGN-TV

'Color Cadre'

Continued from page 31

Harold Flender, writer. Mike Wallace will serve as host-emece, indicative of a "relaxed" format for the premiere efforts. Contingent upon how this inaugural task force works out, some of them will spill over into the other cadres as they are formed. Along with this scheme will be lectures-seminars aimed at CBS staffers who are anxious to break in on telecolor. Kickoff show will be in the musical groove with the commercial aspect given accent. Harold Flender, writer. Mike Wal-

Masterminding

Lewine joined the web as a producer in April, 1952, and was named daytime TV supervisor a year later. He reined "Celebrity Time" after it had been taken over by the net following the first years of its critical markets. Time" after it had been taken over by the net following the first years of its original package run under World Video, and he masterminded a number of daytime properties, including exec production of the Salurday Barry-Enright-Friendly kid click, "Winky Dink & You." A Broadway composer, he collaborated with Arnold B. Horwitt on "Make Mine Manhattan," Sid Caesar's first N.Y. show, which ran for a year on the main stem and another nine-months on the road. Jenkins is currently doing the sets for upcoming Billy Rose production of "The Immoralist," worked on two Samuel Goldwyn color films, "Secret Life of Walter Mitty" and "A Song Is Born," and was associated with the tint on "Little Women," "Monsoon" and "Queen of Jhansi." He did sets for the current legiter, "Gently Does It." In TV he designed the CBS "Four Star Playhouse" and NBC's "Carmen."

"Carmen."
Along with the Lewine assign-

"Carmen."

Along with the Lewine assignment was the posting of Jerry Danzig — some time back identified with color program work — to do a one-hour dramatic show in black and white with no further data available as to spotting and dating. Danzig has been with CBS since 1948 and produced "Crime Syndicated." "Westinghouse Summer Theatre" and "Sure As Fate," among others. Before 1951, he functioned jointly as associate director of programs and supervisor of color shows. He's also a radio veteran,

Title of "supervisor of daytime programs" is all but scrapped insofar as it resides in one person's authority, Lewine will continue on that beat, but he will share the burden with Marlo Lewis, co-producer of Ed Sullivan's "Toast of the Town."

On WTOP Denied

Washington, Nov. A charge that CBS, through its 45% interest in WTOP in Washington, influenced cancellation of the

ton, influenced cancellation of the sales representation contract with WMBR in Jacksonville, Fla. 'recently purchased by WTOP), was denied here last week by John S. Hayes, WTOP prexy.

In a letter to T. F. Flanagan, managing director of Station Representatives Assn., regarding his speech last month before the New York Radio and TV Executives Society, Hayes, said the network had nothing to do with the shift in representation to CBS Spot Sales. The switch to CBS was made, Hayes asserted, "only because WTOP determined independently that it desired such representation." The web, Hayes added, "exercises no control actual or imaginary," over management of WTOP or WTOP-TV.

Flanagan told the Radio-TV Exercises

Flanagan told the Radio TV Ex-cutives in his address that while CBS "officially" had nothing to do with WTOP's purchase of WMBR and WMBR-TV, the latter "imme-diately cancelled its representation contract and handed it over to CBS Spot Sales." Flanagan called the shift "the atomic fission principle applied to broadcasting." Flanagan said that CBS "didn't

Flanagan said that CBS "didn't get away with" an attempt to "shut the representatives completely out of his earnings for the unfilled time of the contract. And when the opposite situation occurred, CBS demanded its pound of flesh."

Haves said that CBS is "coulte."

manded its pound of nesh.

Hayes said that CBS is "quite capable" of defending itself against Flanagan's charges. But as far as WTOP is concerned, he said, the station continues its representation with the network because it offers "a most successful national representation."

Rhaca, N. Y.—Rural Radio Network is carrying the Buffalo Phiharmonic Orchestra Youth Concert Series for the third successive year. Programs, which will originate from WBEN-FM in Buffalo, will be heard on FM stations throughout the state and in addition are set up for in-school listening.

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in her voice!

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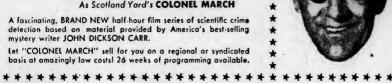
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JOHN CROSBY, NOTED TV CRITIC, says "The dialogue, the staging and the production are of a very high order indeed and I see no reason why "MY HERO" can't eventually give "I LOVE LUCY" QUITE A RUN FOR ITS MONEY."

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This half-hour show pulled ratings like these for Canada Dry in 56 different markets: ATLANTA = 23.5; BUFFALO = 33.3; CLEVE-LAND = 20.8; ROCHESTER = 37.3; ST. LOUIS = 35.0

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26 Weeks of programming available.





KMOX ANNOUNCES ARATE INCREASE!

KMOX, The Voice of St. Louis, now commands a 50% larger average audience throughout the week than any other St. Louis radio station—and a 71.7% larger audience during the daytime.

Reflecting this unchallenged dominance of the St. Louis market (the nation's 9th largest, which has increased 25.2% in radio families since the last rate card), KMOX announces an increase in its daytime rates effective December 13, 1953.

With this natural increase, KMOX will continue to be the best and most sales-effective buy in the St. Louis area, as it has been for the past 28 years. For details and availabilities, call us or CBS Radio Spot Sales.

50,000 WATTS · CBS OWNED KMOX
REPRESENTED BY CBS RADIO SPOT SALES

AFTRA To Back Announcer On Fraud Copy Charge As 'Innocent Bystander'

Warring that TV and AM any connected should not be held responsible for the content of copy handed them to deliver. American Federation of Television-Radio Artists' excerboard has voted unanimous support to announce and charged with fraud in connection with video spiels for a very unimous cleaning company. Union called the charge and airest 'ranks injustice,' and ordered all possible and given the imbestder.

Board contended that Griffiths was employed by an ad agency.

was employed by an ad agency to deliver the spiel, that he lad nothing to do with the copy itself. It is AFTR's contention that an autouncer is not responsible for copy given him to read.

Board said Griffiths had received no heels that the sponsor failed to deliver the promises made in the pitches, and that other amounters had been bired by the same agency to deliver the same blurbs on local TV stations.

TV stations.
Emphasizing Griffiths' status as an employee, AFTRA said it is trade practice for TV stations to sean scripts and ad copy and pass on their legality before giving them to the announcer. It said announcers rely on this custom, that it's the procedure required by FCC.

The hoard stressed that the union will 'not candone or defend conduct which knowingly involves misrepresentation or fraud by its members," but declared it would do all possible to make certain its members are not held criminally or civilly responsible for copy precivilly responsible for copy pre-pared by the employer or pro-ducer.

ducer.

It termed Griffiths an "innocent bystander," and said it would aid in placing the proper responsibility on the sponsor, agency and station if there have been any misrepresentation or fraudulent practices. "The announcer cannot supervise the salesmen or control their conduct, therefore should not be held responsible for such conduct. The publicity following the arrest has seriously jeopardized his career and it is AFTRV's purpose to obtain full restitution to his properstanding in the profession," the board said

Chi Day Originationers **Grabbing Top Nielsens**

Chicago, Nov. 10.

Latest national Nielsen TV viewer tally makes good reading for proponents of Windy City video, showing the Chi-anchored NBC-TV "Welcome Travelers" at the top of the davtime heap with a 13.5 rating. Now in its second season as a mid-afternoon cross-the-boarder, the Tommy Bartlett-hosted show is sponsored by Proeter & Gamble, which also backs the carboned AM version on NBC.

Two other Chi NBC-TV products. "Ding Dong School" and "Hawkins Falls," are carving out respectable niches for themselves the Scranton TV outlet.

Wilmington, Delaware

large, rich market.

Sales Representative

MEEKE

the people SEE

DEL-T

Bow: Outdated 10 Years

Bow; Outdated 10 Years

Baltimore, Nov. 19.

Dave Garroway's "Today" show yesterday 9 featured a display of a Russian television set behieved to be the only such set an the country. The segments devoted to the set originated from local station, WBAL-TV. Air Intelligence agents picked the set up from an undisclosed source in East Germany. After tests at the Air Technical Intelligence Centre, the eight-inch screen set was sent to Bendix Aviation Corp here in Baltimore. Bendix, in turn, had WBAL-TV adapted to the captured set. For the Garroway show, confiscated Russian films were shown with WBAL-TV's Tom White demonstrating the set. Engineers who have examined the set claim that it proves the Russians to be 10 years behind American video technology. The receiver is encased in an attractive modernistic table-model cabinet and hears the model designation. Leningrad T-2.

After Its stay at the local station, the set will be returned to Air Intelligence.

Settle Suit Over Morgan's **Doorbell-Ringing Sales** Promotion Campaign

Hollywood, Nov. 10.
Raymond R. Morgan has accepted an ont-of-court settlement of his sult against General Foods, and Benton & Bowles agency. Consideration understood to be in excess of \$100,000.

sideration understood to be in excess of \$100,000.
Morgan, head of the Hollywood
ad agency hearing his name, was
awarded \$375,000 hv a jury for apmorpration by GF of Morgan's
idea for Maxwell House coffee.
After one appeal it was decided to
wash it up. Terms of settlement
forbids GF's use of the dourbellringing campaign. Basis of the suit
was breach of implied contract and
unfair competition.
Morgan's campaign for Falga's

unfair competition.

Morgan's campaign for Folgot's cuffee, originated by Morgan five years ago, tied in radio announcements with doorbell ringing and lausehold gifts to those called on who be 4 Folgot's coffee in their homes.

homes:
Margan's successful action estab-lishes a legal precedent in L.A. and afters court protection for a con-mercial advertising plan.

VARIETY Color Mystery

Indicative of the anxiety with which NBC awaits the expected forthcoming decision from FCC on color-TV, it's learned that the network has learned that the network has dispatched a member of its news staff to Washington to camp at the agency's offices for the momentous story. But why the assignment was given to a New York reporter unfamiliar with FCC operations is something of a mystery, considering that NBC has a vice president in Washington (Frank "Scoop" Russell) who is in a position to pick up a phone and contact members of the Commission on a moment's notice. According to Washington sources, action on color-TV is still some weeks off, mechanics for authorization of standards not having advanced as yet beyond the staff level.

Color TV

Continued from page 1 =

Or such is the hope of the manufacturers

Dealers Ask Delay
Washington, Nov. 10.
A different kind of pressure was put on FCC last week with regard to authorization of color TV. Instead of the usual make-haste demand, this time it was, in effect, take your time; don't do anything until after the Christmas buying."
The appeal came from the National Appliance and Radio-TV Dealers Assn., which told the Commission that the timing of its expected authorization of the NTSC system "will in no way delay the actual start of color TV, provided that the decision is given by around Christmas." Approximately 36% of yearly TV sales, it was pointed out, is made in the fourth quarter.

"The day your decision is made and published by the newspapers," group said, "we can expect a marked decline in *demand for black and white sets in many, if not most, of our principal markets, no matter how ably we present facts about higher cost, smaller images, limited availability and few programs. The effect could mean a sharp deline in employment and serious economic problems. If your decision is announced around Dec. 24, unemployment in our industry based on the advent of color would be minimized and the start of color would be in no way delayed."

Chi Dope Case

Continued from page 1 =

the bottom of the Dolophine racket the hottom of the Dolophine racket came last Thursday (5) when NBC-TV's "Today" ran the actual on-the-scene film showing the entrapment and arrest of a suburban doctor who was subsequently booked and charged with the sale of narcotics to a known addict. Preliminary hearings on the case are scheduled for Friday (13), with the possibility that the film shot by the NBC newsreel crew and Huribut's tape-recorded account of the arrest will be used as evidence.

recorded account of the arrest will be used as evidence.

The arrest took place on Oct. 29 and Hurlhut not only scooped the dailies but also was largely responsible for making the story. Working in cooperation with Sgt. John Matessa of the Chicago police narcotics squad and the Berwyn police force. Hurlhut set up the snare which resulted in the medico's arrest.

The doctor's name was obtained The doctor's name was obtained from the string of addict tipsters Hurlhut has cultivated during investigations that extend over the past nine months. One of the addicts agreed to make the buy, using marked currency, and the trap was sprung, complete with hidden cameras and tape recorders.

Parenthetically, Hurlbut is the co-host on NBC-TV's "Zoo Parade," who makes no bones about his fear of snakes.

of snakes,

WCKY's Banner Oct.

Cincinnati, Nov. 10.

WCKY, Cincinnati's independent 50 kilowatter, reports October's buying spluree as the biggest in the indic's 24-year history. More than 100 national and local clients spent-12% more to gain a 15% greater use of indie facilities than in October, 1952.

Station prexy and general manager is L. B. Wilson,

Inside Stuff—Radio-TV

Martin Stone's Kagran Corp. which is producing "Johnny Jupiter" on film for M & M Candjes, which via the Roy S. Durstine agency has spatted the show in 54 markets, conducted a test personal appearance campaign last weekend in Huntington, W. Va., where the show ansvia WSAZ-TV. Kagran flew down the robot on the show. Reject to appear o nlocal shows and in supermarkets tied in with the campaign Idea is to get M & M to sponsor the appearances country-wide, after the style of the Clarabelle "Howdy Doody" Junkets for such sponsors as Colgate, Doughnat Corp. of America and other "Howdy Doods" sponsors. Also involved is the possible start of a merchandising campaign like that of "Howdy Doody," which last year involved retail sale of some \$40,000,000.

Recent announcement by World Broadcasting that it was inaugurating "the first transcribed service of music and sound for the television industry" brought out the subsequent information that Muzak Associated Program Service has been servicing television with a Titranscription library since 1947. Edward Hochhauser, Jr., general manager of APS, said the initial TV service, which he believes to be trefirst of its kind, was extended two years ago with a second transcription library, called the APS Production Music Transcription Library, consisting of 321 different basic TV production aid selections.

Although "Victory at Sea" as rerun drew an ARB rating of 11.3 on WNBT, N. Y., for the Oct. 13 slotting at 7 p.m., far above its 5.2 average for the 26-week Sunday afternoon playout on the NBC telenet last season, one phase of the competitive aspect is interesting. WCBS-TVs "Early Show" feature film in the same half-hour period got a 9.9. But for the first quarter, "Early" had an 11.3 to equal the "Victory" mark for the 30 minutes. Film segment's next quarter was preempted for a talk by Rudolph Halley, candidate for N. Y. mayor, and the rating dropped to 8.5, while "Victory" went from 10.7 to 11.8 to gain its 11.3 average against the rival's 9.9. Question thus arises as to whether "Early" would have maintained its supremacy over "Victory" had it not been liquidated by a political address, and in view of its 0.6 edge for the first 15 minutes, it's natural to assume that the film on the Columbia net's local would have shown its heels to NBC's award-winning naval documentary.

Reported sale of WGR at a price of \$1,600,000 is being vigorously denied in Buffalo radio circles. Station president I. R. Lounsberry disclaimed it, but admitted that negotiations for an attempted merger with another applicant for TV Channel 2 were pending. Representatives of groups bidding for Channel 2 and who were reported to be interested in acquiring the station also denied the story, although one stated that "there is something in the wind which I am not free to discuss." The addition this week of a fifth applicant for Channel 2. Enterprise Transmission, inc., will complicate the situation, inasmuch as hearings made necessary under these circumstances cannot be held for several months. several months,

Fifth in the series by Mack W. Ready in the Sacramento (Cal.) Union on "the lives of famous men who either were born in Sacramento County or rose to fame in this or neighboring countries" concerned itself, Nov. 1, with "Frank Folsom: RCA Chief Has Made Merchandising Mark; Former Sacramento Executive Runs \$690,000.000 Business," Folsom started as a "goods mover" with Weinstock-Lubin Co., later Hale's in Sacramento and San Francisco, and his merchandising career took him to Montgomery Ward, Goldblatt Bros. and finally RCA. Sixth of the series: Mark Hopkins.

The Arthur Godfrey telectronic interview by Ed Murrow on the CBS "Person to Person" Oct. 23 is still the season's Trendex high for the show, with 25.9, while at the same time it's always been way ahead of the Gillette Friday fights on NBC. (Boxing was 11.8 vs. the Godfrey peak on the Post-Godfrey stanzas the "Person" vs. Fight charts read: Oct. 30—19.7 (General Dean) to 15; Nov. 6—21.8 (Richard Rodgers, Elsa Maxwell) to 10.9. "Person" was launched Oct. 2 with a 20.6, to 114 for the Gilletters. It's understood that the sponsors in east and midwest (Amoco and Hamm Brewing) have the papers all ready for renewing the show after its first cycle which occurs, by coincidence, on Christmas night.

With Dinah Shore de-voiced by acute laryngitis last last Thursday (5), she appeared on her NBC tele show "with gestures." She employed words cards, props, sign language and panto, the script being revised by Alan Hadley to fit the situation. The vocalling was carried on by guest Johnny Desmond and the Notables in a series of skit bits with Miss Shore, who was promised back for her stanza of last night (Tues).

After eight years and upward of 400 scripts, Stanley Niss' last "Gangbusters" scribbling will be aired Saturday (14). He started on the show as writer on Jan. 3. 1946, when program was produced by Phillips H. Lord, and moved to CBS Radio when latter leased the property from Lord in July, 1951. Niss now writing and directing "21st Precinct" for web and will participate in TVersion on which a kine already has been made.







A TELEVISION FILM EXCLUSIVE!

Drew Pearson, world famous Washington reporter...syndicated in 600 newspapers and broadcast by 280 radio stations...comes to television with 26 fifteen-minute, weekly, custom made TV films! • Timely films are made late each week...and rushed on Friday morning, via air express, for week-end viewing . Featured on each film will be Drew Pearson's: Washington exclusive! Washington feature story! Amazing, accurate predictions! • Ready for January 8 air date ... for local, regional, and national spot sponsorship!

For auditions, prices, and sales planwrite, wire, or phone:

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655 Madison Ave. New York City TEmpleton 8-2000

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FOR TELEVISION, INC.

Film Syndication Division

Chicago, Nov. 10,
On Nov. 17 the NBC-TV affiliates will gather here for a reappraisal of "Operations Sarnoff."
I'll be the first meeting of the station operators since the now-memorable Princeton conclave last
summer when Gen. Sarnoff, notifying the affiliates that he was assuming active command, further
rededicated the network to a new
era in leader-ship. (Calling of the
Chi session this month automatically ellminates the need for an
NBC convention, marking the second year that the network has bypassed Boca Raton or White Sulplur Springs).

ond year that the network has bypassed Boca Raton or White Sulplur Spring 9.
Agenda for the Chi meeting is
still being kept under wraps. So,
for that neather, is the affiliate
calendar. Some affiliates are of
the opinion that fireworks will be
popping. These affiliates are not
too happy with the progress made
by the web, particularly In resolving the daytime sponsorship problein, and characterize the Sarnoff
promises as "unfulfilled." White
they acknowledge that NBC-TV
has filled the gaps on morning programming, they're inclined to
question the strongness of the
shows and point to the "still available for sale" tag that, they clafin,
is costing them uncarned increments.

New sides formulae recently in-novated by the TV network will also get a kicking around by the

JOAN SINCLAIRE EXITS 'LEAVE IT' FOR LISA

Joan Sinclaire, production supervisor of Martha Rountree's "Leave It to the Girls" (ABC-TV), has exited the show. She's been with Miss Rountree for eight years and with Maggl McNellis, program's hostess, for six. Difference of opinion on the segment's slant developed recently, with Miss Sinclaire favoring the usual humorous approach and Miss Roundtree more concerned with pitching controversial questions.

more concerned with pitching con-troversial questions.

Miss Sinclaire will move in on Lisa Ferraday's "At Home With Lisa," two-a-week 10 minuter on WARC-TV, N. Y. ABC flagshio, next Tuesday (17) when John Hency Faulk will guest.

Hearst Chi American In Radio-TV Upbeat

Chicago, Nov. 10.

Hearst chain's Chicago American is giving the big treatment to national and local radio and TV news with a Sunday magazine insert starting this weekend (15). New mag, which may set the pattern for other Hearst dailies, indicates the Hearst operation's continuing upbeat enthusiasm for radio-TV copy after a late start

radio-TV copy after a late start for the field locally.
Laid out in Pictorial Review tabloid page size, the mag will be put together under the supervision of Janet Kern, the American's radio-TV editor.

NBC

WOR Inks Sloan O'Dwyer To 5-Year Exclusive

Sloan Simpson O'Dwyer, ex-wife of New York's former mayor, William O'Dwyer, yesterday (Tues.) ham O'Dwyer, yesterday (Tues.)
inked an exclusive five-year pact
with WOR and WOR-TV, N. Y.
She'll start a cross-the-board 25minute nightly show on radia Nov.
23. with chatter and interviews
about Gotham.
She's also slated to do a halfhour weekly TV show for the station, but no starting date or format
have been set yet. Programs will
be produced by packager Geoffrey
Jones.

Denny to Head 3-Day Promotion Clinic For NBC 0.&0.'s in New York

A promotion, merchandlsing and publicity clinic for NBC's o.&o. stations is skedded for Nov. 16-18 In New York by Charles R. Denny, v.p. in charge of the division, Sessions will be at Hotel Gotham with department managers of all 10 stations expected to attend. Denny will make the key address on the 16th and principal speakers on the following days will be Thomas B. McFadden, director of NBC Spot Sales, and Hamilton Shea, general manager of WNBC-WNBT, the net's N.Y. flagships. Chairman is H. W. Shepard, manager of promotion and new business for Spot Sales, and co-chairmen are Max E. Buck, merchandise director of the Gotham outlets, and Robert Blake, publicity chief o. the o.Xo. sector. Department heads and aides listed to be on hand are: sions will be at Hotel Gotham

heads and aides listed to be on hand are:
John Hnrlbnt, WNBC-WNBT;
John Hnrlbnt, WNBC-WNBT;
John Keys, WMAQ-WNBQ, Chicaro: Charles Utaff, WTAMWNBK, Cleveland; Dean Mosley,
KNBC, San Francisco; Jack Kenaston, WNBH, Hollywood; and Bob
Adams, WRC-WNBW, Washington, D.C.—promotion managers.
Frank Downes, WMAQ-WNBQ;
William Dallman, WTAM-WNBK;
Bill Rich, WNBC-WNBT; Curt
Pryor, WRC-WNBW; and David
Engles, KNBC, merchandising
managers.

managers

Engles, KNBC, merenandising managers.

Phil Dean, WNBC-WNBT; Jay Royen, WRC-WNBW; Frank Derry, WTAM-WNBK; Chet Campbell, WMAQ-WNBQ; Bill Cothran, KNBC; and Robert Pelgram, KNBI, publicity managers.

Others who will participate are: Henry Sjogren, controller; and trom Spot Sales, Dick Golden, manager of sales development and research; Mort Gaffin, manager of accritising and promotion; Seynour Val, supervisor, radio advertising and promotion, and Raymond Johnston, supervisor, Try advertising and promotion. Secretary and coordinator is Ellen Lurie, NBC Spot Sales.

MEEKER TV, Incorporated

New York . Chicago . Los Angeles . Sand

TV for Shreveport

Shreveport, Nov. 10.

With the call letters KSLA,
Shreveport's first TV station hopes
to begin operation around Nov. 27.

KSLA will be a VIIF station.

The FCC last week made the call
etter assignment for the Channel
12 TV station to the Interim Television Corp., recently formed here
to hasten the day of video in this
Louisiana city.

Scot 'Invasion' By **Webs Gets Airing** In Chi F&P Meet

Although not on the official menda, the alleged invasion by the networks into the radio-TV spot area came in for a full airing at the three-day sales clinic called by the Free & Peters rep firm here lat week.

It was strictly a coats-off concleve with 116 broadcasters repoint all but one or two of the Free & Peters string of 33 radio and 17 TV stations on hard to map out counterattack plans against the various web sales formulae, which many claim impinge upon the selling activities of the individual stations.

The accent was on the positive constructive approach, with the close workshop panel sessions denoted to exchange of specific ideas on how to make locally-booked short radio and TV buys even more attractive for the national advertises. Heavy emphasis was put one merchandising and promotion techniques, with the thought that it is in these fields that the local outlets can more effectively backstop a spot campaign than if the coin were given national distribution via any of the sundry network participation plans.

Also ideas were kicked around on various methods on how to streamline the spot bookkeeping procedures so as to keep the handing the mechanics of a spot schedule, with the multiplicity of billings and scheduling involved, is admittedly an acute problem. This subject was given a lot of attention because of the retwork's blandishments of one-contract flexibility.

This was the first get-together of the Free & Peters clan since a samilar clinic in 1950, and it was clearly designed to onset the challenges to spot biz that have come from the networks of late Utilike the previous meeting, the tadio and TV sessions were separate this time, highlighting the two media at the grassroots level.

ABC Publicity Facelift With Shifting Staffers

Ft. Worth—Tommie Thompson has resigned as production manager of WBAP-TV here to join KGUL-TV in Galveston as program manager. Bob Grammer and Phil Wygant, up to now directors at WBAP-TV, have been upped to the respective posts of operation super-

Biow

board chairman Lewis S. Rosenstlel) in landing the \$34,558,136 (over an eight-year period) account, Samish was paid \$110,000 in commissions via checks made out to the names of other persons. Biow last year reported these commissions to the Internal Revenue Bureau, for which Blow said Samish told him that "If I had you in an alley I'd kill you."

alley I'd kill you."

Lyon claimed that it was he who got Samish and Biow together and asked the lobbyist to use his influence in landing the Schenley account for Biow. Lyon said that Samish subsequently told him that is was receiving nothing from Biow for his aid, and wanted nothing except possible political contributions or gifts to his "triends." Other conflicting testimony had Biow unable to recollect meeting Samish in Florida, as Lyon said he had.

Samish is on trial before a Fed-

he had.

Samish is on trial before a Federal jury on charges that he evaded payment of \$71.868 in Income tax from 1946 to 1951. The Government's case rests in large measure on Biow's testimony that Samish was paid \$110.000 in commissions, and fact that Lyon is supporting Samish brings a new note into the PM-Biow client-agency relationship.

Ouinlan

Continued from page 31

he said, over the Atlass statement that prior to the changeover WBKB had registered a combined network and local billing of \$63,-006 for its final week as an indie, while WBBM-TV recently racked up \$114,000 of non-web billings during a single week.

Likewise, Quinlan challenged the charge that the equipment and facilities inherited from WBKB by CBS were in such bad shape "that it would have been better to start with nothing."

"The equipment was the best obtainable and in excellent shape when we turned it over to CBS." Quinlan said, "We were able to turn out some 125 live local shows weekly with those facilities, and Atlass hasn't come anywhere near that output since he took over." It was the same plant that introduced to TV such winners as 'Kukla, Fran and Ollie" and "Creative Cookery."

As for comparative program quality, the defender of WBKB's "honor" stated he would be happy to compare the local show ratings of WBKB last year with the present WBBM-TV ratings.

"Atlass took over a healthy, going operation from the previous WBKB regime. And I consider it completely unethical for him to attempt to lay the blame for his local program headaches and his lack of network originations on the so-called inherited problems."

Next week: Round Three.

Next week: Round Three.

Norfolk—John Peffer has been made assistant general manager of WTAR and WTAR-TV. Peffer was operations manager of the sta-

Minn. Smalltown Fights TV 'Steal'

Minneapolis: Nov. 10.

The small Minnesota Iron Range town of Hibbing is engaged in an allout fight against efforts belt 2 made by a private company in another larger city. Duluth, to deprive it of a TV channel which had been assigned to it.

Lakes Broadcasting Co. operating a radio station in Duluth, isnited the bombshell by petitioning the FCC for the removal of the channel from Hibbing to Duluth for its planned TV station there.

the channel from Hibbing to Deliuth for its planned TV station
there.

This was in the face-of the face
that Duluth has five other TV
channels assigned to it and one
remains unapplied for, and that
a company comprising Twin Cittles
and Iron Range businessmen sereral weeks ago had filed an auplication for permission to construct a TV station in Hibbing, to
serve it and the surrounding area.

If the Lakes' petition is granted,
it will eliminate any possibility of
the Hibbing staton, aroused Hibbingites have informed the FCC.
Lakes' petition also proposes the
deletion of the only TV channel
assigned to another small 'Minnesota town, Virginia, located on the
Iron Range's east end.

UTP EXPANDING SALES FORCE AFTER REVAMP

Hollywood, Nov. 10.

Hollywood, Nov. 10.
With reorganization of United Television Programs nearly complete under the Gross-Krasne banner, firm is again expanding its sales force. Tom McManus, former Telenews veep, has joined UTP as a sales exec for the mid-Atlantic territory, and John Robrs, onetime Chi manager for UTP, is rejoining the outfit there.

the outfit there.

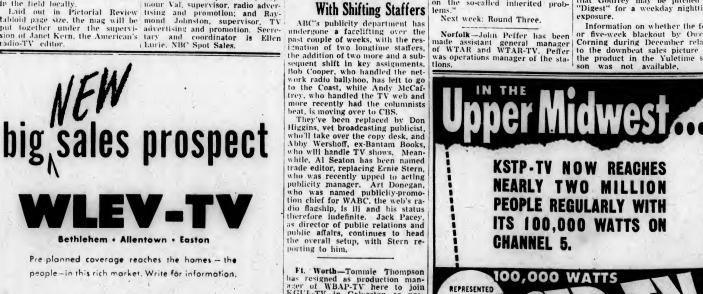
Wynn Nathan, national sales chief, currently on a regional sales tour, last week named Ray Wild and Dale Sheets to the sales stati and announced the opening of a Memphis office. Nathan also revealed that the firm's Fulton Lewis Jr. news show has been sold to six stations whose radio outlets are Mutual affiliates carring the Lewis AMer, with five additional Mutual outlets getting first refusal rights.

Owens-Corning 4-Week Hiatus From 'Digest'

Owens-Corning Fibergalss will exit "Arthur Godfrey Digest," Sunday at 5 half-hour on CBs Radio, for the four weeks in December and perhaps the first Sabbath in January (31, but will return to the show thereafter. The hiatus is reportedly for the purpose of revising the stanza both as to time and day, with a possible change in format. Talk around the network is that Godfrey may be pitched on "Digest" for a weekday nighttime exposure.

Information on whether the form

Information on whether the four or five-week blackout by Owens-Corning during December relates to the downbeat sales picture for the product in the Yuletime season was not available.



a LAUGH for every week in the year!



half-hour film hits for local and regional sponsorship

the Labbott and



ostello show!

In San Francisco 25.0 Pulse

In New York 18.0 Pulse

In Columbus 29.0 ARB

In Philadelphia 21.5 Pulse

another advertising SHOWCASE ON FILM from

filmed expressly for television in Hollywood . . .

26 new films just completed! The ABBOTT AND COSTELLO Show is now set to provide alert local and regional sponsors with a total of 52 big-marquee comedy hits, plus the cash-register power of selling by TV.

- PROVEN BY RATINGS . . . a show which has been consistently hitting top ratings all over the country.
- PROVEN BY EXPERIENCE . . . a show which dozens
 of blue-chip advertisers have found as the ideal
 answer to their TV problems.
- PROVEN BY ALL AUDIENCES . . . because ABBOTT AND COSTELLO are as wonderful for the kids as they are for adults in literally millions of homes.

Contact your nearest MCA-TV office for further information TODAY!



NEW YORK: 598 Madison Avenue — PLaza 9-7500
CMICAGO: 430 North Michigan Ave. — DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Bivd. — CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street — Exbrook 2-9922
CLEVELAND: Union Commerce Didg. — Chorry 1-6010
BALLAS: 2102 North Akard Street — PROspect 7-536
BETROIT: 1612 Book Tower — Woodward 2-2604
BOSTON: 45 Norwhery Street — Copiey 7-3830
BMINIEAPOLIS: Northwestern Bank Bidg. — LiMcoln 7063
ATLANTA: 611 Noery Brady Bidg. — LiMcoln 7063

Vidpix Producers

Roland Reed Productions, which Roland Reed Productions, which entered the strictly-syndicated beld early early this summer with its "Rocky Jours" space series, is in the works on another, "Waterfront," which it's sold on a regional basis and will syndicate outside its regional markets. MCA's Revue Productions, which suffered a severe blow via cancellation of its "Mirror Theatre" by Revlon on CBS-TV, recouped via the syndicators have turned down network bids in CBS-TV, recouped via the syndicators have turned down network bids in cated sale of its "City Detective" series to Edistaff in 118 markets.

What it all amounts to is the

what it all amounts to is the realization on the part of the bigger producers that the old Fred Zay-John Sinn formula of "make en yourself and sell 'en to stations" is a basically sound one, as borne out by Ziv's \$25,000,000 radio-TV gross last year. Those of the new crop of big-money syndicators who started out as distributors of shopworn product have discovered that it's a buyer's market in TV today-despite the growing number of new stations opening all over the country. With more and more product on the market, it's become a matter of good new programming rather than price.

Financially Sound

Financially Sound

Those who were initially and still are producers have come to learn that it's more financially sound to syndicate than to work on a network basis. Once a show is dropped on the net, that's the end dropped on the net, that's the end of it, except for second or residual runs. But if a show is syndicated in 80 markets, a few cancellations here and there don't matter. An-other key question is recouping of the production investment, with other key question is recouping of the production Investment, with the network or national bankroller price well below production cost and the only method of recouping-being subsequent syndication, a mini-num of markets are necessary to cover production and distribution costs, and from there on in, if they show's good and the sales force is on the ball, it's all gravy.

Still another point to be consid-ered is the reruns themselves, which in many cases have pulled higher ratings than the original network exposures of the same show, c'victory at Sea" is a case in point, as is "Big Town" in many situations? As a clause in many national or network contracts is

stituations - As a clause in man, national or network contracts is the stipulation that a certain period of time must clapse before the pro-

the WH ong sland story

County ranks 24th

pendents . . . (Conlan)

Long Island's amazing Nassau

in RETAIL SALES ... \$838,171,000

WHLI, the voice of Long Island, has a larger daytime audience in the big booming major LONG ISLAND

MARKET than any network or combination of inde-

Scotland Yard, "Department of Queer Complaints," and is also in Sindication with a couple of oldiess Mr. Hero's and "Terry and the Prate." Moreover, it will put its "Secret File. U.S.A." into immediate syndication following completion of the films in Europe. Official's production stake in syndicated product is \$2,690,000.

Boland Reed Productions, which the productions of the films in Europe. Official's production stake in syndicated product is \$2,690,000.

In pressslop that the current sections of the productions which the productions which the productions which the product is \$2,690,000.

from the network restrictions.

Impression that the current swing to syndication stems from the SRO status of CBS and NBC and lack of suitable availabilities and clearances on ABC and Du-Mont is a plausible one, but it doesn't begin to tell the story. For the fact of the matter is that in a face common particularly.

Sarnoff Hints

Continued from page 31

the show after." All the technical problems have been solved, "but they haven't the answers in other areas." Inadequacies will be solved "if they fight only ignorance and not tradition and habit."

"The simplest problem to solve the technical problems," said Sar-off, "and recognition of a need of a new invention is 50% of the of a new invention is of a new invention is 30% of the invention. It's in the human area where there is such fruitless ex-ploring. Most problems call for statesmanship of the highest level and this is applicable to every form of show business.

He noted a vast difference be-tween the film and electronic camera. "Pictures like to jazz things up in color; television gives a true up in color; television gives a frue and falthful reproduction. People will have to learn to like it that way. There can be no compromise with truth in color. All that can be asked of color is that it reflect like a mirror. A color camera can only spoil a tree."

L. A. Warned

Continued from page 31 :

against stations believed to be airing false advertising, but none has been issued as yet in this area, Linstated

den stated.

Washington is quite concerned about this entire matter, which is apparently prevalent throughout the country. However, I want to make clear that two-thirds of the industry is doing a good job, and we shouldn't condemn the entire industry for the damage done by a few," Linden declared.

The FCC exec said a new amend-

nationally

(Sales Management)

AM 1100

FM 983

ed section of the MacFarland act imposes a penalty of not more than \$1,000 fine or five years in prison. 51,000 nne or nye years in prison, or both, for anyone found respon-sible for fraudulent advertising in the field of communications, adding there are further penalties provid-ed in the California state law.

Godfrey

Continued from page 27 remarked that he would go only if Godfrey went first.

When Godfrey asked how long they had been friends and Parker replied, "about 17 or 18 years," the CBS star said that he hoped they would be together for many additional years. Godfrey first made a cryptic reference to the back Johnny Mintz, one of the bandsmen, who had undergone a throat operation. "You picked a good time to be away," he commented with a laugh.

Hedda's Prediction

Hedda's Prediction
Manneapolis, Nov. 10.
Queried by the Minneapolis
Morning Tribune re her opinlon
of Paffaire Godfrey-LaRoda, film
columnist Hedda Hopper, here for
an address, predicted that "the
word 'humility' is going to dog
Godfrey the rest of his life."

Godfrey the rest of his life."

She added: "Mind you, I like Godfrey and he has given many young people a chance in show business. But that doesn't mean they should be on their knees to him forever. I think nobody should prevent a person from making more money."

Moguls Continued from page 28 =

from broadcasting. Pointing out that baseball has changed since the court ruled in 1922 that the game does not come under anti-trust laws, Burton declared;

"In the light of organized baseball's well-known and widely dis-tributed capital investments used in conducting competitions be-tween teams constantly travelling between states, its receipts and expenditures of large sums transmitted between states, its numerous purchases of materials in interstate commerce, the attendance at its local exhibitions of large audiences often travelling across state lines, its radio and TV activities which expand its audiences beyond state lines, its sponsorship of interstate advertising tivities

it is a contradiction in terms to y that the defendants before us yew York Yankees) are not now consumerce as those are used in the Constitution, and In the Sherman Act."

man Act."

In view of the majority finding that "if there are exils in this field which now warrant application to it of the antitrust laws it should be by legislation," It can be expected that Sen. Edwin C. Johnson 'D., Colo.), member of the Interstate Commerce Committee, will press his bill to exempt baseball from the Sherman law. Johnson's measure, which was unanimously recommended by the commously recommended by the comball from the Sherman law. Johnson's measure, which was unanimously recommended by the committee last session, was stymied when it came up for debate on the Senate floor. National Assn. of Radio and TV Broadcasters has claimed credit for preventing its passage.

Package Shows Prepped For Industrial Firms

Public relations firm of Melrick anden Associates Is forming a

Public relations firm of Melrick Landen Associates is forming a radio-TV production department to package shows for industrial and institutional sponsorship. Following success of its first try at packaging, "It's" a Deal," which Landen produced for the realty firm of Louis J. Glickman and which airs on WOR, N.Y., the p.r. outfit is currently prepping two more packages.

With Norma Fell heading the new department and Rick Landen acting as production supervisor, firm is prepping "Everybody's a Salesman" and "You're the Banker." Landen, whose accounts lean to the industrial side, feels there's a market for industrial-institutional firms in radio and TV provided the proper format is worked out for them to reach a specialized audience.

WIP Airs

Continued from page 29

ments telling the public what had delayed the broadcast, as station heads tried to get counsel's advice and clearance. Early Friday mornand clearance. Early Friday morning Benedict Gimbel, Jr., WIP president and general manager, made the decision to carry the broadcast following a conference with department heads and lawyers.

Gimbel said. "The entire principle of freedom of radio and press is being challenged. It is a basic question and hits the very heart of broadcasting."

The station cancelled all program from 7:30 p. m. to 10:15 p. m. Friday (6) to broadcast the Molinari hearing.

Courtroom attaches and lawyers

said that precedent is against the use of recorded voices of witnesses. In most court proceedings such recording of testimony for broadcast use has been denied.

broadcast use has been denied.
Judge Lewis' ruling over the objections of defense counsel Schofield no doubt prompted the WIP action. Schofield said that he did not think his client should be subjected to "this ordeal."

Judge Lewis replied that he did not see any difference from having newspaper reporters present, writing down the proceedings, or radio people recording them. "A great many people." the judge continued. "rely on the radio, who do not read newspapers. Broadcasting is now

"rely on the radio, who do not read newspapers. Broadcasting is now a feature of lives."

"But not of this Court," Schofeld interjected.

"Yes, yes," said the judge, "With that now let us go ahead. I gave permission, answering your question, to Mr. Serota (Sam Serota, WIP's special events director) to put in the broadcasting equipment."

Schofield asked that the station or not permitted to broadcast the Schofield asked that the station be not permitted to broadcast the hearing. "I could not do that," the judge replied. "What would be the sense of making these recordings if they could not broadcast them? I make it a habit to listen to radio news and I think a great many other people do, and for a court to say that we recognize a newspaper and do not recognize. a newspaper and do not recognize radio, is a very arbitrary attitude. It-is a means of communication and I cannot abridge it."

'Author'

Continued from page 29

Symphony, at 4:30, or after Igor Cassini, at 6:30, but maintained it

would definitely be back.

But Phyllis Adams, who produces for the Martin Stone office, said she had no official word from DuMont that they wanted the program back. She said the show was cancelled without the customers. gram back. She said the show was cancelled without the customary two-week notice, and that three programs already set up would have to be cancelled. She added that since the show was lopped. DuMont has received a big mail reaction asking that the show be restored, and that she believes there's a good chance it will be back soon.

Three shows, which will be done

back soon.

Three shows, which will be done
the program returns Three shows, which will be done if and when the program returns to the air, feature Ruth Chatterton, Arthur Garfield Hays and Leo Cherne in a discussion of Miss Chatterton's second novel, "The Betrayers"; William Henry Chamberlain and Arthur Schlessinger Jr. on Chamberlain's "Beyond Containment"; and John McCloy and Theodore H. White on the latter's "Fire in the Ashes."

Cancellation marks the first time the program, currently moderated by Virgilia Peterson, has been off the air in 15 years, It started as a radio show and has been on tele for the past seven years, part of

radio show and has been on tele for the past seven years, part of that time as a simulcast.

Albuquerque — Radio station KABO here, a Mutual affiliate with partial Spanish programming, has appointed Richard O'Connell as New York representative.

WPIX Satellite Web Spreading

With two UHFers already signed up for WPIX's projected "satellite" programming setup via direct off-the-air pickups of station's nightly "Parade of Sports" series, the N. Y. indie exces, indiging for an untapped coin source, may offer the "Ted Steele Show and Eloise McElhone in the spreading "satellite" web.

Station toppers are selling these

and Eloise McElhone in the spreading "satellite" web.

Station toppers are selling their sports block at a "nominal feet which, according to assistant general manager Leavitt J. Pope "would not give us any profit yet" "We'd be lucky to break even this season," claims Pope, "but once interest is aroused, there'll definitely be a heavy market for this sort of thing."

The "heavy interest" at the moment is centered on negotiations for UHF circuits in at least four surrounding markets, which includes central N. Y. state, Connectleut, Massachusetts and central Pennsylvania. WTVU, Scranton, inaugurated indie's "satellite" plan yesterday (Tues.) when it picked up the sports series. Next week, WLEV-TV, Bethlehem, Pa., stants "satellite" pickups.

Station, which registered a 35% sales hike for October over August and September with 32 new accounts, won't permit pickups of its spot sales just yet, despite lucrative UHF overtures. Not only is the sales department unable to splurge along the "satellite" circuit, exece explain, but feeling is that local sponsors might not care

spurge along the saterine cruit, exces explain, but feeling is that local sponsors might not care to pay a higher spot sale rate for a UHF market which raises the converter question. With biz booming in the film department, WPIX toppers feel that the potential viewers, almost a 2,000,000 increase, might not be advantageous at the present time.

But station still plans a rate card hike, possibly in the early part of next, year. Recently, the N. Y. Daily News indie raised its "C" time rate card from \$600 to \$700 a minute

NBC'S WASH. STATIONS HIT NEW BIZ HIGHS

Washington, Nov. 10
Business is better than ever, according to NBC rep Carleton D.
Smith, who announced this week that dollar volume of local and national sales on WNBW-TV and WRC-AM-FM, net-owned stations under his temperacement, based by under his management, have hit a new alltime high. Smith stated that volume of time sales on both stations during initial 10 months of this year have execceded vol-ume for entire year of '52.

Although no dollar totals were announced, Smith stated that October TV time sales topped same month last year by 22% for both national spot sales and local advertising, and that first 10 months show an increase of 8% over all of last year.

Radlo-wise, WRC biz for Octo-ber sets a 30-year record, with total volume 52% higher than cor-responding month last year. The responding month last year. The 10-month figure tops last year's 12-month radio sales by 13%.



Sundays

Mgt.: William Morris Agency

Beverly

A Belgian

ROTISSERI

Restaurant

100 LUNCHEON - DINNER - COCKTAILS - AFTER THEATRE SNACKS
9501 Wilshire Blvd., Beverly Hills Opposite Deverly CR. 5-9702

Paul Godofsky, Pres.

HEMPSTEAD Us voice of LONG ISLAND, N. Y. Jong Stiene

Represented by Rambeau

"We doff our hats to The United States Steel Hour." McKeesport, Pa., Daily News

"U.S. Steel and the Theatre O. S. Steel and the Theatre Paul Speegle highly ... San Francisco News

"Pittaburghers cheered themselves hoarse here last the conclusion of United States Steel's first magnificent." Si Steinhauser Pittsburgh Pro-

". . . one of the finest one-hour dramas ever televised." Harry MacArthur Washington Evening Star

"Powerful, Outstanding, Wonderful." Jack Ryan

Chicago Daily News

"... a powerfully dramatic première. San Francisco Shopping

"...POW' was captivating ... a timely subject dramatized to the hilt." Stan Anderson

". . . outstanding dra-matic presentation." C. E. Butterfield Associated Press top-notch dramatic fare." nown urninger inte. Kay Gardella New York Daily News

"We can see an Academy Award going to this program." San Mateo, Calif., Times

"POW had the pith and punch of a topical zinger."
Walter Winchell

. . a polished teleplay." Broadcasting-Telecasting

> "... every minute of the production was big league." Billboard

"United States Steel stole the Blue Ribbon out of my typewriter on its very first television show."

Dwight Newton The San Francisco Examiner

... story was a spell-binder."
Wilbur D. Clark Pittsburgh Sun-Telegraph

"One of the season's most successful premieres." Terrence O'Flaherty The San Francisco Chronicle

STEEL'S THE SHOW!

Our thanks to the renowned Theatre Guild for their wonderful production

to all the television critics who thought so highly of our first per-

... to the ABC network and TV stations across the nation who cooperated in carrying the show

... to the American people who saw "POW," liked it and are still telling us about it.

And don't forget, there are many more great shows coming up with top stars like Tallulah Bankhead, Rex Harrison and Lilli Palmer, Fredric March, Irene Dunne, Richard Widmark and Montgomery Clift, to mention a few.

.We hope it's going to be a great season.

teledrama has acquired added prestige." Anton Remenih Chicago Tribune

"...well-timed, superbly directed show."
Radio-TV Daily

. . projecting itself into the foremost ranks in the TV drama sweepstakes . . . TV theatre at its best."

Variety

"One of the most adult and professional shows to hit

" 'POW' . . . was one of the season's noble achievements . . . Superbly directed and beautifully played, it was topical theatre of both pertinency and power."

Jack Gould The New York Times "... The United States Steel Hour has taken a bold step ... they have also set an extraordinary high standard for television entertainment Win Fanning Pittsburgh Post-Gazette

> "... sensitive, careful and potent writing . . . director Alex Segal (at) his usual big-time best."

Bernie Harrison Washington, D. C., Times Herald

"Rarely has television offered such a fine fusion of good writing, intelligent acting and sharp, imaginative direction.

Harriet Van Horne Harriet Van Horne New York World-Telegram and Sun

"... provided as emotionally tough and touching a climactic scene as we've ever noted in TV."

Jack O'Brian New York Journal-American

E UNITED STATES STEEL H

Jocks, Jukes and Disks

HERM SCHOENFELD

Patti Page. "Changing Partners" Where Did That Snowman Go" (Mercury, "Changing Partners" Is in the saige groove as the "Tennessee Waltz" smash and Pattl Page projects this folk-flavored item with tasteful simplicity. Kay Stair on Capitol also delivers this number effectively in her contrasting brassy style. Both silees should be big Ou the Mercury flip, Miss Page comes up with the best version to date on the broadly covered "Snowman" number.

Tony Bennett: "Why Does It Have To Be Me". "Stranger In Paradise" (Columbia). Tony Bennett could have a two-sided into on this disk, "Why" is a litting ballad with a face lyric and catching noelody that Bennett belts for maximum returns. On the flip, Bennett coroes through with another good version of the tune from the legiter, "Kismet."

Joni James: "Christmas And You"-"Nina-Non" (M-G-M). Joni James can do no wrong on wax and again turns up with a stand-



LAWRENCE WELK

CHAMPAGNE MUSIC 115th Consecutive Week, Aragon Ballroom, Santa Monica, Calif. Exclusively for Coral Records EMSTIDE Backed by BEAUTIFUL OHIO

Swing" (Columbia). Les Elgart, vet trumpeter with several of the top dance bands of the last 15 years, wraps up a solid package of dance orchestrations for Columbia. This orch has a smooth swing style without essaying any tricky modernistic effects. The sound is clean and the tempos are clear for neat results. Top numbers in this set are "Sophisticated Swing." (Comm' Thru the Scotch," "Soon" and "Time to Go."

Sammy Spear's Society Eight: "Tim Pan Alley Favorites" (Mercury). This set is a collection of ragtime pieces played with the authenticity of the 1920s by Sammy Spear's combo. The tunes comprise such interesting memorabilin as "Bee's Knees," "Watermelons," "Tickle the Ivories" "Whip and Spur," "Gertie," "Knockout Drops" and "Aunt Liza's Wedding Day," among others. The oldfashloned flavor is fully preserved by Spear who also handles the Introes before each number. That should have been cut out, since album jacket suffices for the explanations.

Platter Pointers

Fantasy Records has packaged a vivid selection of The Charlie Mariane Sextet's avante-garde playing in a 10-inch long-play plat-

Best Bets

PATTI PAGE	CHANGING PARTNERS
TONY BENNETT WH	
(Columbia)	Stranger in Paradise
JONI JAMES	
MILLS BROS	THE JONES BOY
(Decca)	She Was Five & He Was 10

coupling. "Christmas And is a ballad with a solid seal idea in the romantic vein. for jocks and jukes. Flip is lee lullaby groope, a charming also with a tasteful Xmas or.

His Bros: "The Jones Boy" ballad with a racing beat. Parker last of Mills Bros. "The Jones Boy" a bright of My Mind," a dramatic ballad with a racing beat. Parker last good pipes and he can belt effectively. On the reverse standarding for top results. It could off big. Bobby Wayne has a slice of this number for cury. On the Decca flip, the s Bros. deliver a neat ballad an idea that's reminiscent of y Yonng."

Pra Lynn Won't Forget Memolon. In "Don't Leave Memon". "Yon Won't Forget Memolon. In "Don't Leave Memone" on this coupling.

Album Reviews Mills Bros.: "The Jones Boy""She Was Five And He Was Ten"
(Decea). "Jones Boy" is a bright
novelty item which the Mills Bros.
"ork over with their mifty harnonizing for top results. It could
take off big. Bobby Wayne has a
fair slice of this number for
Mercury. On the Decca flip, the
Mills Bros. deliver a neat ballad
with an idea that's reminiscent of
"Too Yonng."

Vera Lynn: "Don't Love As-

"Too Young."

Vera Lynn: "Don't Leave Me Now". "You Won't Forget Me" (London). In "Don't Leave Me Now." Vera Lynn has potent material for the U. S. market, It's a big ballad delivered with lots of commercial sock by the British songstress. Reverse is a similarly styled number, also delivered in standont style.

Jane Froman: "The Sound Of Love". From Of Calvary" (Capitol). "Sound of Love" is a fine ballad tailored for Jane Froman's stately piping style. Firstrate vocal is solidly supported by Hank Sylvern's fiddel orch. Flip is a re-

Now." Your Worlt Forget Mer Album Reviews

Album Reviews

Album Reviews

Alfred Newman & Hollywood for the U. S. market, IU sa big ballad delivered with lots of commercial sock by the British songstress. Reverse is a similarly styled number, also delivered in standont style.

Jane Froman: "The Sound Of Love" is a fine ballad railored for Jane Froman's stately piping style. Firstrate vocal is solidly supported by Hank Sylvern's fiddel orch. Flip is a religioso item stirringly rendered by Miss Froman and chorus.

Frank Sinatra-Billy May Orch: "Sound Of The Border"—I love You" (Capitol). Frank Sinatra has been passed up in recent years

In the lop side to the lop side for long-play platter. He lop word in the batch are some oldies like "Let's Get Away Office". He Robe, "this Decea on the Bottler and "The Thrill Is some and "After Coffee" as stirring translation of Alfred Newman's sombre score and conducted for the film, dittoes here with the full color of a symph on the proposition of the Border and chorus. From a stately piping style. Firstrate vocal is solidly supported by Hank Sylvern's fiddel orch. Flip is a religioso item stirringly rendered by Miss Froman and chorus.

Frank Sinatra-Billy May Orch: "Sound Of The Border"—I love Vocal is sound of Love in the batch are some oldies like "Let's Get Away Office". He Robe, "this Decea on the background of Love" in the Double of the Bottle Thris Robe" (Been' and "The Thrill Is some and conducted for the film, dittoes and conducted for the film of the country of the conducted for the film, dittoes and conducted for the film of the country of the conducted for the film of the coun

Longhair Disk Reviews

Rachmaninoff: R h a p s o d y on Theme of Paganini and Szymanowski: Symphonie Concertante (RCA Victor; \$5.45). Pianist Artur Rubinstein playing two lovely romantic fashion. The schmaltzy Rachmanioff is done in bravura style; the neo-classic Szymanowski gets more properly reserved treatment. Different orchs assist.

Puccini; Manon Lescaut (Cetra)

Theme of Paganini and Szymanowski: Symphonie Concertante (RCA)
Nictor; 55.45. Pianist Artur Rubinstein playing two lovely romantic pieces in brilliant as well as poetic fashion. The schmaltzy Rachmaninoff is done in brawura style; the neo-classic Szymanowski gets more properly reserved treatment. Different orchs assist.

Puccini: Manon Lescaut (Cetra; Alp. \$1.785. Lusty as well as lyrical performance of complete opera, agreeable and well-sung. Clara Petrella makes an appealing, melodious Manon; Vasco Campag melodious di taliana. Turin, orch and chorus under Federico del Cupolo give able support for a fine album.

Faure: Pelleas et Melisande Suite and Dukas: La Peri (Urania; \$5.95). Fine coupling of two lovery moud pieces, Dukas' impassioned love poem and Faure's wistfully melancholy suite sensitively played by Concerts Colonne Orch under George Sebastian.

De Falla (M-G-M; \$4.85). Flavorsome performance of some colorful, exotic de Falla pieces (Fan-

Songs With Largest Radio Audience

The top 30 songs of week (more in case of ties), based on copyrighted Audience Coverage Index & Audience Trend Index.
Published by Office of Research, Inc., Dr. John Gray Peatman,
Director, Alphabetically listed.

Survey Week of Oct. 30-Nov. 5, 1953 (Listed Alphabetically)

Am I to Blame	
Baby, Baby, Buby	Famous
Choo Choo Train	Disney
Crying in the Chapel	Valley
Don't Take Your Love From Me	Witmark
Ebb Tide	Robbins
Gambler's Guitar	Frederick
Granada	Door
Hey Joe	Tannan
I Just Love You	3.0111
1 Love Paris—*"Can-Can"	Channell
I See the Moon	Chappen
Istanbul	Plymouth
It's Fact to Domombou	· · Alamo
It's Easy to Remember	Famous
Love Walked In	Chappell
Many Times	· · Broadcast
No Other Love-*"Me and Juliet"	Williamson
Oh	· · Feist
Pa-Paya Mama	· · Sheldon
Rags to Riches	Saunders
Ricochet	Sheldon
Secret Love	Remick
Sittin' in the Sun	Berlin
Stranger in Paradise-*"Kismet"	Frank
That's Amore	Paramount
Under Paris Skies	Leeds
vaya Con Dios	Ardmore
When My Dreamboat Comes Home	Remick
You Alone	Roncom
You, You. You	Mellin

Second Group

Cun of low

cup of Joy	outhern
Dragnet's	lamo
From Here to Eternity-"From Here to Eternity" B	arton
Guessing	ornell
Hi-Lili Hi-Lo-"Lili"	Pohhins
I Guess It Was You All the Time F	Camous
In the Mission of St. Augustine B	Conublic
I've Got the World on a String	till
I've Got the World on a String	anns
Keep It Gay-*"Me and Juliet" V	Villiamson
Mademotselle De Paree	Tills
Moonlight	Aills
My Love, My Life, My Happiness	'riangle -
Off Shore	lanover
P. S., 1 Love You	a Salla
Sweet Mama Tree Ton Tall	T-III
Sweet Mama Tree Top Tall	101118
Tennessee Wig Walk	illage
That's All	Jerldian
Who Put the Devil in Evelyn's Eyes	fartley
You're the Right One	Paramount
Zsa Zsa	unhoan

Top 10 Songs On TV

(More In Case of Ties)

And Away We GoSongSmiths
C'est Si Bon Leeds
Crying In the Chapel
Ebb Tide Robbins
Just Can't Wait Till Christmas
Just Love Halloween SongSmiths
Rudolph the Red-Nosed Reindeer St. Nicholas
Santa Claus Is Coming to Town Feist
Wait Till the Sun Shines Nellie Blues, Von Tilzer
White Christmas Berlin

Five Top Standards

(More In Case of Ties)

Frosty the Snow Man	Hill & R
I'll See You in My Dreams Parade of the Wooden Soldiers	Marks
Tea for Two Toyland	1 ornis

+ Filmusical. * Legit musical.

VARIETY	10 Bes	t Sellers	on Coin	-Machines

1. YOU, YOU, YOU (18)	Ames Bros Victor
2. VAYA CON DIOS (21)	Paul Ford Capitol
3. RAGS TO RICHES (4)	Tony Bennett Columbia
4. EII CUMPARI (4)	Julius LaRosa Cadence
5. RICOCHET (4)	Teresa Brewer Coral
6. OII! (18)	Pre Wee Hunt Capitol
7. YOU ALONE (2)	Perry Como
8. MANY TIMES (4)	Eddie Fisher Victor
9. ST. GEORGE AND THE DRAGONET (6)	Stan Freberg Capitol
10. GAMBLER'S GUITAR (2)	Pa to Draper Mercury
Second Group	
DRAGNET	Rev Anthony Capitol
WITH THESE HANDS	Fd Fisher Victor
DEAR JOHN LETTER	Jeen Sh ppard Capitol
EBB TIDE	Frank Chacksfield London
CRYING IN THE CHAPFL	P to Allen Decca
IN THE MISSION OF ST. AUGUSTINE	S Shey Kane Columbia
LOVE WALKED IN	L'"foppers Dot
SKIRTS	Fd. 7 Howard Mercury
GOODBYE, MY LOVE	P D ni Derby
MY LOVE, MY I OVE	to tames at a start
SWEET MAMA, TEFFLOR TALL	I to rs
BABY, BABY, PABY	Coral Coral
COUNTERFEIT KISS: 5	Ir at Tubb . Donn
WOMAN	U D smond . Coral
"Figures to pure theses indicate number of weeks so q i	as been in the Top 101

Big Coin In Musical Notes

Now the name bands and singers are cashing in on the sponsors' vens for topliners' peddling the merchandise as well. There has been a rash of this sort of ill-advised huckstering on commercial addio-TV programs, and latterly Eartha Kitt has waxed the 'llalo' singing commercial; the "sweetest music this side of Heaven" Guy Lombardo band nostalgically does parodies of yesteryear hits for Rheingold ("my beer, the dry beer"), and Les Paul and Mary Ford have a 5-minute series of vidpix on behalf of Listerine.

There was a time when Monica Lewis was "Chiquita Banana" anonymously—probably for the same reason that Marilyn Monroe started with calendar art; it was a job. It is not unknown that name songsmiths also have whipped up those singing commercials. But will it be "Calling All Men to Barney's" by Irving Berlin, or the "Robert Hall" theme song by Cole Porter, next?

Foreign Singers Cutting In on U.S. Wax Gravy; Diskeries Step Up Releases

Foreign singers are now getting a chance to cash in on the wax gravy in the U. S. The major record companies have found that there's a growing market for foreign etchings and they are stepping up releases of special albums and packages for the pop field.

Heretofore, the diskeries were able to merchandise their foreign platters in only a few outlets round the country. But now that they've begun gearing the sets for pop consumption, an increasing number of dealers around the country are starting to peddle the French and Latin-American etchings. Diskeries admit that the biggest response still comes from the sophisticated crowd, but recent sales figures on new albums indicate that a new market is developing.

Diskery brass attributes the up-

Diskery brass attributes the up-Diskery brass attributes the up-beat in the foreign packages to the spread of longplay machines around the country, the increase in the Latin-American population and the travel-broadened GIs who became familiar with the overseas songs and personalities and now want to hear them on wax. New Accent

RCA Victor and Columbia are sucarheading the majors' accent on the foreign wax sets. Both labels are introducing new package ideas within the next few months as well

within the next few months as well as bolstering their repertoire.

George Avakian, Col's pop album chief, for example, is prepaign release of several sets on 12-inch LPs, Col previously had limited its foreign packages to the 10-inch LP. To win added interest, Avakian is building up the album liners to include extensive notes about the songs and biographical infa on the artist, which he'll run in two languages. Currently belanguages. Currently two languages. Currently be-readied for release within the t two months are albums by queline Frâncois, Patachou, th Piaf (from Polydor masters in the 1930s) and Trio Los

Panehos.
At Victor, Herman Diaz, artists & repertoire manager of international records, has started releasing single platters for the popmarket as well develop an increasing number of special albums for pop distribution. Upcoming sets on Diaz's schedule will feature such foreign crooners and canaries as Pedro Vargas, Lilo, Louis Maria Victoria, Tito Guizar, Jean Sablem and a collection of old Maurice Chevalier and Marlene Dietrich masters.

MADISON AVE. DUO DIP INTO DISK BIZ

New York's Madison Ave, is stepping into the disk biz. Samuel Att Beston & Bowles) and David Brown (Kenyon & Eckhardt) have formed the Alden-Shaw label to Stawase David Lippineott's leaft musical score, "The Body In The Seine," on a 12-inch long play platter, Unusual aspect of "Seine" is that the book for the show has bever been written. It cost \$10,000 to put Lippineott's 12 original songs on wax.

Featured in album are Alice Pearree, Barbara Ashley, Jim Sym-ington. Laurel Shelby, Terry Turner, Gordon E. Irving, Don Liberto, Pat Wilkes, Dean Cambell and Carol Hendricks.

Pat Ballard, Realtor

Towanda, Pa., Nov. 10.
Songsmith Pat Ballard has returned to his home town here to sell real estate.

He features building lots at \$300—"big as Times Square."

Is Biz That Bad?

Pittsburgh, Nov. 10.

Joie Vance, musician-turned-

Joie Vance, musician-turned-theatre manager, is quitting his short-lived career as an exhib to go back to the cafe belt again. Vance gave up music recently to join the Stanley-Warner managerial ranks and was assigned to the Strand in the Oakland district.

Last week, however, he decided he had enough and turned in his resignation. At the same time, Vance announced the reorganization of his duo, and with himself on drums and doing the vocals and Jimmy Ciuti at the piano and solovox, he'll swing back into action at the Beatty Inn Hotel's Fiestra Room in nearby Latrobe on Nov. 21.

Dreyfus, Perrin Hassle Settled

Hassfe between Max Dreyfus, Chappell Music topper, and Jack Perrin over the Ly and Sunflower Music catalogs was settled amic-ably last week. Perrin, who's now now heading up his own pubbery operation, gave up Ivy for an un-disclosed cash deal and took Sun-flower as his ASCAP affiliate.

Perrin ankled the Chappell com-bine last year when Dreyfus deactivated both subsid firms. Ivy and Sunflower had come into the Chap-pell orbit three years ago when Dreyfus bought in to partner with

Perrin, who's headquartering in the Forrest Building (N. Y.), will now reactivate the Sunflawer cata-log as well as set up Perco Music as a BMI affiliate. He's not put-ting on a staff as yet.

New Shipping Pattern Set on M-G-M Records; Directly to Stations

In a move to expedite delivery of new releases to the disk jockeys around the country, M-G-M Records is launching a new shipping pattern with its Nov. 20 release. Diskery will ship the platters to the radio station from its Bloomington (N. J.) factory. In the past, the platters were sent to the M-G-M distributors, who then got them around to the local stations. Label already has carmarked

them around to the local stations.

Label already has earmarked
1.300 stations for the initial shipment. Disks will be addressed to
stations' record librarians to be
made accessible for all of the
webs' platter spinners. A number
of key deejays have been pegged
for special shipments in addition
to their record librarians.

Although the distribs are being

Although the distribs are being eliminated from the diskery's dj distribution pattern, they will continue to maintain their jockey contacts to spark additional plugs:

M-G-M Adds Normanaires

M-G-M Records has added a new vocal combo, The Normanaires, to its pop roster. Group is under the direction of orch conductor Fred Norman forman.

Normanaires' first release, a coupling of "Wrap It Up" and "My Greatest Sin," will hit the market Nov. 20.

Business Must Be Good: Southern Music Buys Sheets By The Carload

The music publishers' general sales managers are pointing to the unusual photo showing a freight car in a San Antonio railroad siding with the legend, "Solid Car-Load of Music for the Southern Music Co of San Antonio, Texas." A calload of metal or aviation equipment is impressive in itself, hence the contrast of an entire carload of music is regarded in the business as a "first" in the trade. "That's identy of music," says Robbins' sales chief Bernie Prager, when you consider that perhaps five or six publishers serviced this large Texas and southwest music jobber."

large Texas and southwest music jobber."

Southern Music of San Antonio, of course, should not be confused with Ralph S. Peer's Southern Music, the publishing house. The order included folios, sheet music, orchestrations for professional musicians, hillfully music, school, church and other vocal and instrumental music. John J. Bell, v.p. and g.m. of this organization, says "business is good in the music field" hence for the first time in the history of the music business a distributor was able to buy a carload of music.

Flanagan, Morrow **Det. Terp-Concert** A New B.O. Test

The band bir will be exeing the Colisenin in Detroit next month thee, 19) to get a line on a new booking pattern that could give ballroom activity a boost. On that night Ralph Flanagan and Buddy Morrow will spearhead ascombined teep and band concert which tradestees fearing will preaching the agestees fearing will preaching the ages. sters figure will recapture the wan-

terp and band concert which tradesters figure will recapture the waning ballroom crowd.

In the past, ballroom ops have attempted to draw terpsters by pairing orchs with top disk vocalists and hy booking "sweet" and "hot" bands in a "battle of bands." However, these slottings failed to hold up over the long run and the promoters were again heginning to give up on the terpery biz. Now, however, with concertizing band packages hitting snags on their swing around the country, many ops feel they can hypo bo, hy booking dance-concert dates of orchs that appeal to the same and. Tradesters will be keeping a close tab on the results of the Flanagan-Morrow date in order to ascertain practicality of similar bookings. Both Morrow and Flanagan-are going in at scale against 10°C. They cancelled over \$2.000.

gan are going in at scale against 60%. They cancelled over \$3.000 in guarantees to play the Detroit

nate dance turns with a special 30-minute combined concert spotted midway in the evening. Both orch, totaling 33 men, will play special arrangements written for two bands.

two pands.
Date is currently getting a big promotional push from the Detroit deejass and RCA victor. Morrow and Flanagan record for the Vic-tor label.

Davis' 1st Decca Disk

Frank Davis, Negro bass-bari-tone with Fred Waring's organiza-tion, is getting his first Decea re-lease as soloist this month. He cut "God's Trombones," by James Weldon Johnson, for an al

bum of spirituals.

Songsmith Pat Ballard

is of the opinion that

Arrangers' "Smart Noodles" Spoil the Gravy for Cleffers

on interesting byline feature in the

48th Anniversary Number

VARIETY

Indie TV Outlets Give Sharp Nix To ASCAP Blanket License Renewal

Xmas Number, Please

M-G-M Records has taken to the phone to peddle its platters.

platters.

When Joni James' new Yule disk "Christmas and You," rolled off the presses last week, distribution topper Charles Hasin set his office phonograph near the telephone and called key distribs in the east to preep the disk. Three calls netted 100 000 orders.

More Orchsters Turn to Indies

to indie labels and their own diskery setup was spotlighted again this past week with the exiting of Louis Jordan -from Decca and Louis Prima from Columbaa Jordan moved over to the indie Aladdin label while Prima pacted with Jerry Blaine's Jubilee Records.

Jordan's switch was sparked by Aladdin's decision to give dim he choice of recording material and his belief that an indic label can offer more promotion and person-alized attention than a major com-pany, Jordan will eigh for the pop and rhythm & blues field for Aladdin.

Aladdin.

Prima, who had been a longtime
Columbia pactee, had been multing his own diskery venture multi
Jubilee moved in. His initial release will be a coupling of "Man.
Dig That Cray, Click" and "Noncha Shane."

Move away from the majors was spearheaded by Woody Herman who set up his own label (Marc-and Tommy Dorsey who currently is prepping his own dek outtit

MPCE Files Complaint On Shelden Non-Union

Pluggers' Field Plan
Sheldon Mu ic's plan to love non-minon pluggers around the country has stirred np an onceral squawk from the Marke Puber here. Contact Employees Union. MPCE exce council registered a coentillarit with Sheldon's tonier Moe-Gale diapproving the firm program.

Union is holding off action untia reply is received from Gale va-cording to an MPCE spokesman punitive action could cores to pulling out Sheldon's minor play yers and slapping a fine on the

Pubbery had napped out an Publicry had mapped out an expansion program which would conaft of the hiring of 15 field menaft college undergrade, medientality, to plug Sheldon times on the
disk jockey, distributor and conmachine levels. Reps already hay
been set in Boston, Cleveland Chicago, Cincinnati, Detroit, Pubhirrh and St. Louis, Main function of the field-man spread in to
take some of the burden off the
homeoffice men who had before
quired to take off on promotion
hops for every new time.

Petrillo Rule Gives $10^{\circ\prime}_{0}$ Of Tooters' Pay to Japs

In a move to help the Japanere musicians minn, James C. Pitille head of the American Ferteration of Musicians, has ruled that traveling U. S. musicians in Japan must pay the Nippon touters union 10% of their gross carnings. In the last couple of years, Japan has been opening up as a big market both for U. S. tunes and American jozz combos.

combos.

Xavier Cugat played Japan early
this year and both Norman Granz
"Jazz at the Philharmonic" troupe
and Louis Armstrong's combo are
skedded to make trips there. Petrillo also ruled that U.S. innsicians can stay a maximum of three
months in Japan.

Publishers to renew blanket licenses with TV stations on prevailing terms has met with a categorical nix by the All-Industry Local TV Musle License Committee,

cal TV Music License Committee, which represents some 75 indie video outlets. ASCAP's current blanket licenses, with both the webs and the indies expires at the end of this year and the Society offered to renew for a four-year period at the same rate.

The indie TV committee termed ASCAP's proposal a "unilateral action" made without any negotiations. The committee urged rejection of the blanket license because "if fee's that the rates are excessively high" ASCAP blanket TV rates are 10% over the radio rates of 2½ c% and 2% for local and web stations.

The TV committee has already

web stations.

The TV committee has already urged all coulets not to sign the acticated despate ASCAP's statement that should it make "a more tavorable agreement with any station similarly situated for the term of this renewal agreement, ASCAP will offer the same agreement," to the station which has signed ASCAP's proposed settlement. The TV group asserted that this "most tavored nations clause" may prove "ithnory because of the lack of definition of 'similarly situated station' and what constisaturated station and what consti-tintes a 'more favorable agree-ment'."

Unfair Implications

The TV group also pointed out of the members that signing of the renewal agreement may represent an indication that the terms and conditions in the existing blanket license are fair. "Any such Indication," the TV committee warned, would undoubtedly be used by ASCAP in regulation as air argument that the existing rates are not excessive and therefore need not be lowered."

The committee added that the costains accrements with ASCAP coots in no stated date by which the status must notify ASCAP that they wish to renew the agreement "Consequently," it states, "there is no reason to act precipitos by upon ASCAP's properal," The committee added that the

peral."

An opinion by the TV group's level bein, Paul, Weiss, Ritkind, Abriton & Garrison, on ASCAP's TV been my rates held them "discriminatory and unreaemable as compared with the AM rates," This opinion outlines the main arguments of the TV group as follows: (1) television uses fee minute per hour than AM ratio; (2), indice we of less impartance in felevision because of the visual factor whosen because of the visual factor.

TALLU HEADS DRIVE FOR 16G TO AID HANDY FUND

Taffoldh Bankbead is heading up committee to race \$10,000 for e.W. C. Handy Foundation for e.Blind on the occasion of Blind on the accasion of dy's 89th birthday next Mon-(16),

The foundation is currently pro-mating the formation of local chap-ters, throughout the country. Other members of this year's fundrating committee are ASCAP press, Stan-by Adams, Dr. Rufus E. Clement, L. Wolfe Gilbert, Audy Razaf, Nodde Syrle, Arthur Spingarn and Carl Van Vechten.

Harry Fox to Coast For Studio Powwows

Harry Fox-publishers' agent and a tee, headed for the Coast re-atly for talks with film studio xees on licensing times for pac-

When he returns, he'll resume talks with attorney Sidney Raye, who is repping Columbia Records in negotiations for a new pact with Fox's client, BIEM 'Bureau Internationale D Editions Mechanique's, French collection society for royalties on mechanicals, Initial powwows have proceeded amicably and it's believed that a new deal will be made shortly.

National Rating This Last

6

8 10 9

6

10

15A 19 15B

15C

15D

VARIETY

Survey of retail disk best sellers based on reports ob tained from leading stores in 9 cities and showing comparative sales rating for this and last week.

Artist, Label, Title JULIUS LaROSA (Cadence)
"Eh Cumpari"

PAUL-FORD (Capitol)

PAUL-FORD (Capitol)
"Vaya Con Dios".

STAN FREBERG (Capitol)
"St. George and Dragonet"
AMES BROS, (Victor)
"You, You".

TERESA BREWER (Coral)
"Ricochet"

EDDIE FISHER (Victor)
"Many Times" PEE WEE HUNT (Capitol)
"Oh!"

PERRY COMO (Victor)
"You Alone"

LIBERACE (Columbia)
"Story of Three Loves'

"Pa-Paya Mama"...
LOU MONTE (Victor)

"I Heard a Baby Cry"

JONI JAMES (M-G-M-"My Love, My Love"

"Istanbul"

FIVE TOP

ALBUMS

FOUR LADS (Columbia)

LANCERS (Trend)
"Sweet Mama, Treetop Tall"
LEROY ANDERSON (Decca)
"The Typewriter"... MARINERS (Columbia)

R. HAYMAN-J. MURAD (Mercury)
"Story of Three Loves"...

"I See the Moon".

CORNELL-DALE-DESMOND (Coral)
"Heart of My Heart".

PERRY COMO (Victor)

2

ME & JULIET

Broadway Cast Victor

OC -1012 EOC 1012 LOC 1012

"Rags to Riches"
FRANK CHACKSFIELD (London)
"Ebb Tide"

Louis-(Ludwig

8 3 4 10 4 2

9 10

City-(Jenkins

RETAIL DISK BEST SELLERS

state their case in court and don't care to air their views, at least for the moment, excepting on the broad basis that "the suit is old-hat," "the charges are ridiculous," 'the ASCAP position is untimely, in light of the current negotiations for a new TV music contract," and the like.

It is conceded, however, that while top names like Rodgers & Hammerstein, Cole Porter and Irving Berlin don't appear among the co-plaintiffs, they have contributed to the legal war chest which is now varlously estimated at around \$300,000. Top writers allocated 5°; annual deductions from their ASCAP income for the legal bankroll and the extensive preliminaries.

"Misguided Conviction"

Even BMI sources, concede that there must be "sincere if misguided conviction" on the part of the songsmiths sparking this action. Some even go further, and add, "Let's say, for example, that some misguided one-lung station.

Songsmiths' Charges & Demands

The Songeriters Charge:

1. In 1939, the National Assn. of Broadcasters (now the National Assn. of Radio & Television Broadcasters) set up Broadcast Music, Inc. as part of "a plan, scheme and conspiracy to dominate and control the market for the use and exploitation of musical compositions, particularly the right of public performance for profit."

2. BMI has acquired numerous compositions for publication but have refrained from acquiring and publishing any composition unless the performance right was controlled by BMI.

unless the performance right was controlled by BMI.

3. BMI currently has agreements with more than 1,300 publishers by which the latter are prevented from publishing compositions unless the performance rights are controlled by BMI.

4. Defendants have boycotted, restricted and limited the use of plaintifts' compositions on radio and television.

5. Defendants have given preference to BMI-controlled music.

6. Defendants have given BMI special access to radio and TV broadcasting stations at annual, national and regional meetings of NARTB for the purpose of inducing the broadcasters to give preference and priority to the performance of BMI music.

7. Defendants have entered into agreements with singers, instrumentalists, orchestras and others to give preference to BMI-controlled music.

7. Defendants have entered into agreements with singers, instrumentalists, orchestras and others to give preference to BMIcontrolled music.

8. Defendants have falsely disparaged music written by the plaintiffs and caused the belief, that such music did not meet the public demand.

9. Defendants, have induced publishers, recording companies and others to refrain from using compositions written by the plaintiffs by inducing the belief that such works would not be readily performed by the broadcasters.

10. As an additional means of accomplishing their ends, defendants, particularly RCA Victor and Columbia, have discriminated against, boycotted, limited, and restricted the use of the plaintiffs compositions for recordings and have given preference and priority to compositions controlled by the BMI pool.

The Songeriters Want:

1. An injunction restraining the defendants from maintaining and operating the BMI music pool and from entering into any contracts for a common pool of musical compositions for their joint use.

use.

2. An injunction restraining the defendants from acting or continuing to act as officers, directors, agents or employees of BMI.

3. An injunction restraining BMI from electing or employing any person who is or has been since 1950 connected with the defendants or connected with any firm operating a broadcasting station or manufacturing records.

4. A permanent mandatory injunction directing the defendants to divest themselves of all connections, financial and otherwise, in BMI.

5. A similar injunction directing NARTB be dissolved.
6. Judgment against the defendants for \$150,000,000, representing treble damages, plus legal fees.

program manager put too much emphasis on BMI plugs, or maybe somebody said that 'if it isn't BMI' we won't play it—the fact of the matter is that ASCAP witers do get by far the lion's share of performing rights revenue."

The name co-plaintiffs like Arthur Schwartz, now more the producer than the songwriter, transpersed from approximately \$4.000,000 to over \$13,000,000 a year. Meanwhile, payments from other ductor than the songwriter, transpersed from approximately \$4.000,000 to over \$13,000,000 a year. Meanwhile, payments from other ductor than the songwriter, transpersed from approximately \$4.000,000 to over \$13,000,000 a year. Meanwhile, payments from other ductories which perform music along a result of the correct with the Berlin-Porter-Rogers & Hamburstein type of mubiled enthusiastics, however liken this action as a "crusade" akin to the now historic Victor Herbert test case against Shanley's Restaurant in 1914. This resulted in the founding of ASCAP.

"Dirty Liner" Bit

The music business, not re
"Dirty Liner" Bit

The music business, not re
potition and has continued to main than competition. During the competition. During the competition. During the competition of period of BMI's existence, payments to ASCAP by the broadcast increased from approximately \$4.000,000 to over \$13,000,000 a year. Meanwhile, payments from other industries which perform music along the results of the competition music period of BMI's existence, payments from other industries which perform music along the results of the competition music period of BMI's existence, payments from other industries which perform music along the leavison performances. When the proposition performances, the proposition performances with the Berlin-Porter-Rogers & Hamburstein type of music along the period of BMI's existence, payments from other contents to a payments from other creased from approximately \$4.000,000 to over \$13,000,000 a year. Meanwhile, payments from other creased from approximately \$4.000,000 to over \$13,000,000 a year. Meanwh

"Obviously, this action is not being brought on behalf of all of the music business, not remowned for its delicacy, quickly sparked a barrage of umbrage and countercharges as regards song writers are succeed their on the fact that since its creation and the former and only opportunity to win membership "as against the 1,100 writer members and the former and only opportunity of BMI. We are convinced that the plaintiffs in this system whereby 3% got 97% of people who still yearn for the old says of monopoly. The action will, will be the defendants are eager to go to be charges which ASCAP has been making for years and has never been able to substantlate." He said that ASCAP set forth these charges in an affidavit for a movinced that the plaintiffs in this without our opposition to the motion by WPOR. Portland, Me., with 13 system whereby 3% got 97% of people who still yearn for the old days of monopoly. The action will, will be the defendants are eager to go to be detailed by the very been able to substantlate." He said that ASCAP set forth these charges in an affidavit for a movinced that the plaintiffs in this value of the complaint brought by the song that the defendants are eager to go to be detailed by the very been able to substantlate." He said that ASCAP has been making for years and has never been able to substantlate. The said that ASCAP set forth these charges in an affidavit for a movinced that the plaintiffs in this or program the people was the making for years and has never been able to substantlate. The said that ASCAP set forth these or days possible. The charges against them the defendants are eager to go to be dearges which ASCAP has been making for years and has never been able to substantlate. The said that ASCAP set forth these or the defendants are eager to go to be dearges which ASCAP has been making for years and has never been able to substantlate. The said that ASCAP set forth these or days possible. The charge against the 1,100 to plain the defendants are eager to go to be dearges whic

be vigorously opposed and we have no doubt that BMI's position will be completely sustained."

Rehash

Haverlin further asserted that the complaint brought by the songwriters against BMI "are a rehasi of charges which ASCAP has been making for years and has never been able to substantiate." He said that ASCAP set forth these charges in an affidavit for a motion in Federal Court which was Rehash'
Haverlin further asserted that the complaint brought by the song-writers against BMI "are a rehasi of charges which ASCAP has been making for years and has never been able to substantlate." He said that ASCAP set forth these charges in an affidavit for a motion in Federal Court which was withdrwn Oct. 13 "in face of vigorous opposition to the motion by

Who's Suing Whom?

GLENN MILLER

Limited Edition

LPT 6700

Arthur Schwarlz, Ira Gershwin, John Jacob Loeb, Dorothy Fields, Virgil Thomson, Douglas Stuart Moore, Gian Carlo Menotti, Samuel Barber, Randall Thompson, Milton Ager, Walter Bishop, Paul Cuningham, Mack David, Milton Drake, James Kimball Gannon, L. Wolfe Gilbert, George Graff, Alex Charles Kramer, Jack Lawrence, Alan Jay Lerner, Edgar Leslie, Jerry Livingston, George W. Meyer, Closeph Meyer, Vic Mizzy, Charles Tobias, Leonard Wilteup, Joan Whitney, Donald Macrae Wilhoite, Jr., also known as Don Raye, Jack Yellen, Victor Young, Robert MacGimsey and William Grant Still, individually and on behalf of other writers and composers of nusical compositions similarly situated, against

musical compositions similarly situated, against
Broadcast Music, Inc., Radio Corp. of America, National Broadcasting Co., Inc., Columbia Broadcasting System, Inc., Columbia Records, Inc., Columbia Music Publishing Co., Master Records, Inc., Okeh Music Publishing Co., Marcican Broadcasting-Paramount Theatres, Inc., General Teleradio, Inc., Mutual Broadcasting System, Inc., Storer Broadcasting Co., National Association of Radio & Television Broadcasters, BMI Canada, Ltd., Associated Music Publishers, Inc., Allen-Intercollegiate Music, Inc., David Sarnoff, Frank M. Polsom, Niles Trammell, William S. Peleges, William S. Paley, Frank Stanton, James B. Conkling, Adrian Murphy, Herbert V. Ackerberg, Raymond Diaz, James E. Wallen, J. Harold Ryan, Harold E. Fellows, Carl Haverlin, Justin Miller, Sydney M. Kaye, Merritt E. Tompkins, Robert J. Burton, Glenn Ebberg, Roy Harlow, Harry P. Somerville, Charles A. Wall, John Elmer, J. Herbert Hollister, Leonard Kapner, Paul W. Moreney and J. Leonard Reinsch.

LIBERACE HITS 2521G IN 16 PERFORMANCES

THE ROBE

Alfred Newman

Decca

191, 9012

8

CAN-CAN

Broadway Cast Capitol

S 452

EDM 452

8

VICTOR PRESENTS

EARTHA KITT

Victor EPB 3062

LPM 3062

Hollywood, Nov. 10.
Liberace grossed \$252,500 in 16
days of his latest concert tour
around the country, netting approximately \$200,000 for the dates, Pianist carries six musicians with

him.

Trek drew virtual SRO audiences in each of the dozen cities played, frequently setting new altendance records, as in Nashville, where he filled the 7,000-seat Vanderbilt Gymnasium, and Indianapolis, where he did turnaway biz for two nights at the 7,200-seat Cadle Tabernacle.

'\$18,500 Nashville Date
Nashville, Nov. 10.
Liberace last week (3) shattered
all Nashville concert records within memory, by playing to 7,000 persons in the Vanderbilt Gymnasium
for a gross of \$18,500.
Spring return booking has al-

Spring return booking has al-ready been set.

Stasny Sues Two Firms On 'Never' Infringe Claim

Un Never Intringe Cialli
Stasny Music brought suit against
Southern Music and Broadcast
Music, Inc, in N. Y. Federal Court
last week, charging infringement
on the oldle, "There'll Never Be
Another You." According to Stany, the tune, which was written in
1927 by Carol O. Bergner, was assigned to the plaintiff in 1929.
Stasny charges Southern with
publishing a tane with the sand
title and melody with Ray Miller,
Orkie Ossenzrink and E. Meikel
billed as the writers. Suit ask toy
an infunction, damages and an avcounting from the defendants.

Hip Nips Flip for Granz's 'JATP'; Hot GI Draw at Tokyo Nichigeki

Tokyo, Nov. 10. Norman Granz's "Jazz at the Fatharmonic" opened a six-day enzacement at the Nichigeki Theatte last Wednesday (4), playing to house which had been sold out a house which had been sold out to two weeks before the aggregation arrived in town. Show will play a two-day stand to UN servicemen at the U. S. Army-operated Error Pyle Theatre Nov. 13-14. Toksets for these shows went on sale a week ago at \$1.75 and at treent sales have equalled two-selfouts for the four shows in the 2 cool-seat house. Pyle officials say demand for JATP ducats has surpassed any show in the house's lestory, including Bob Hope, Naviar Cugat, Slavenska-Franklin Ballet and other top attractions. Naviar Cugat, Slavenska-Frankin Ballet and other top attractions. Mail orders have come from as far as Sendai, 300 miles to the north

obening show was in the familiar informal pattern of JATP sectors, this one made even more informal by the collapse of the stool under 280-lb. pianist Oscar Peterson during the curtain-raising jammed "JATP Blues."

ing jammed "JATP Blues."

Nipponese cats showed marked profecence for the cool jazz of a hallad medley over the frantic allout numbers, with alto sax men Benny Carter and Willie Smith scoring big after enthusiastic mitteng for trombonist Bill Harris hashed rendition of "The Nearness of You."

Gene Krupa, making his second.

Gene Krnpa, making his second visit to Japan, was an allout fave with the fans, his orgiastic solo on "Drum Boagie" bringing down the house. Show is rounded out with a half-dozen numbers by Ella Fitzperaid, "Stormy Weather" scoring historics!

highest.

JATP is being sponsored here in Japan by Taihei Records, Japan distrib for Mercury and Clef disks, toe latter carrying Granz waxings. Some 40 Cranz sides have been encoded here by Taihei in the past three menths. JATP will play four theatre dates in Osaka and two in Nagoya before the Ernie Pyle appearances.

Convicte presented includes in

Pyte appearances.

Complete personnel includes, in addition to those mentioned above. Ray Brown, bass; Herb Ellis, guitar Charlie Shavers and Roy Electidge, trumpet; Flip Phillips and Ben Webster, tenor sax: J. C. Heard, drums, and Raymond Tunia, piane accompanist for Miss Fitzerald.

Granz, who emcees the show made the opening address at the Nichigeki in Japanese, phonetically memorized a half-hour before showtime, and got a boff reception.

CAHN-WESTON SONGS TO BALLY ITALO PIC

With the signing yesterday of Sammy Cahn and Paul Weston to write two special pop tunes based on the score of the niotion picture, "Indiscretion of an American Wife," a fullscale music campaign has been greenlighted for the Jeannfor Jones-Montgomery Cliat Starrer, directed by Vittorio de Sico.

Cahn and Weston's songs are based on the Alesandro Cigonini store. Weston is coast a&r chief of Columbia Records. Tunes will be initially recorded by Columbia recording artists including a special album of the complete time music from "Indiscretion" which was directed and produced by the Sica on location in Rome. Howie Richmond's Crowwell

Howie Richmond's Cromwell Mosie will publish, Film goes into hotional release in January.

Hill & Range Claiming Consideration' Infringe

Mill & Range Music filed suit in Y. Federal Court last week and Lloyds Records, Bess Music at other publishing companies, after the collective title of John Firms, for alleged infringeration." Complaint charged detendants with having copied "H&R number in a tune titled on ider Me."

forminy Dorsey cleffed "Consid-

Coral Inks Waye

Thrush Wendy Waye has been inked by Coral Records to a long-term pact. Her first sides, which she cut last week, will be rushed into release within the next few

Miss Waye previously waxed on several indie labels.

Col Prepping Special 'Fugitive' Pic Package

Script for the disk version of "Little Fugitive" has been okayed by Mitch Miller. Columbia Records artists & repertoire chief. Diskery now is prepping a special package of the pie adaptation for release in about three weeks.

in about three weeks,
Wax package, which is an adaptation from the pic of the same name, will include the film's featured players, Richie Andrusco and Richie Brewer, on the narration. Ray Ashley, who scripted the pic, penned the disk adaptation. Musical background will be supplied by Eddy Manson and the Norman Leydon orch on two themes from the pic, "Joey's Theme" and "Coney Island," Manson, incidentally, composed the score, which is being published by Trinity Music.

Coin Machines

POSITIONS This Last

VARIETY Mitch Sounds Off

Mitch Sounds Off

Mitch Miller, the Columbia
Records a&r topper, on his
regular Sunday midday transscribed show. "The Money
Record." over WNEW, N. Y.,
took BMI's publishing firm to
task, albeit anonymously, because of Eddie Fisher's current
click. "Many Times." Referring to the publisher as "a
phase of the shoddy side of
the misic business," he didn't
deprecate RCA Victor — in
fact, saluted their enterprise—
but was openly miffed because
Percy Faith, ewho also had
wased "Many Times" allegedly had the time on tape dast
June but withheld it for better finning, with the publisher's cooperation. Miller referred to the European tune's
"Johann Strauss overtones,"
but stated Faith did it instrumentally, and Columbia's
idea was to was a vocal thereatter, if at caught on, else
faith would have and could
have done both an instrumental-vocal interpretation C'as he
did with 'Mounn Rouge'," said
Millers.

The Columbia exec secored

Millers.

The Columbia exce scored the prof. mgr. of the publishing house for resorting to that oldie excuse. "My regular secretary was on vacation and the retary was on vacation and the replacement didn't know any better and she sent it out to Victor," etc. Thereatter, Miller took his listeners in "on the American birth of a European song, and played Fisher's "money record" of "Many Times,"

Abel.

VARIETY Scoreboard

TOP TALENT AND TUNES

Compiled from Statistical Reports of Distribution **Encompassing the Three Major Outlets**

NOTE: The current comparative sales strength of the Artists and Tunes listed hereunder is

Retail Disks as Published in the Current Issue

Some 300 Country Deejays Set For 'Grand Ole Opry' 28th Anni Fete

Vogel's Candy Cuffo

Music publisher Jerry Vogel has launched his annual campaign for funds in behalf of the Jerry Vogel Foundation, which provides pack-ages of candy to institutions and hospitals throughout the U. S.

Vogel has been active in this philanthropic venture for the past

Leslie Still Is Set On Quitting ASCAP Board

Edgar Leslie, one of the founders of the American Society of Com posers, Authors & Publishers and posers, Authors & Publishers and longtime member of the Society's board, is still adamant on resigning as ASCAP director. Leshe handed in his resignation at the board meeting last month, but was persuaded by other ASCAP exces to reconsider until the next meeting. Leshe, who will be 63 at the end of this year, has however, indicated that he will not change his mind.

Meantime, L. Wolfe Gilbert 'who was named to ASCAP's board after the recent death of Fred E. Ablert, headed back to his home on the Coast yesterday (Tues.).

Retail Sheet Music

Nashville, Nev. 10

As many as 300 of America's top country muste disk jockeys are expected to gather in Nashville on Nov. 20 for a two-day celebration in honor of the 28th anniversaty of WSM's "Grand Ole Opry," WSM has sent invitations to approximately 900 hilbilly platter spinners to attend a special reception and dinner, the amiversary performance of the Opry, and additional entertainment offered by other forms in the publishing and recerding field.

The visiting declays are

other firms in the publishing and recording field.

The vasting deejays are expected to arrive Thirsday (19) right and Friday morning. A lancheon Friday will be given by RCA Vietor. A formal meeting at 2.20 p. in, will feature brief triks by some of the leaders in the imise field, followed by two panel discussions by music leaders and discussions at 7.30 a. in Saturday at WSMs radio program, "Breakfast at the Oppy," daring which the visiting disk jocksys will have breakfast with the "Oppy astist. Feer him the "Oppy astist. Feer him the "Oppy astist. Feer him to be given by Acuil Rose.

At 7.30 p. in. the group will attend the aninvers my person mance of the "Grand Ole Oppy," with smaller groups of them taking turns at visiting back stage with the artists. At medicipit, rea after the Oppy performance. Capitol Records will cuter can with a midment.

Amount those who will t ke part in the Friday afters our meeting.

Among those who will t ke part Among those who will the part in the Friday affect our meeting are Ralph Peer and Ebb Gluore of Peer International; Carl Haver-inn, Bob Barton, Ru ell Sanick and Ken Spirnon of Ball, Rob Me-Clusley and Steve Scoles of RCA Victor; Jam Condain; and Don Law, Columbia Records; music militar Arctor; Jam Conthing and Don Gaw. Celumbia Records; music publisher Nat Tannen; Paul Cohe i of Decra Records. Dec Kilpatick of Mer-chry; Julian Averaceh of Hill & Ranne; Red Role and Musica Nich of Acutt Rose, Ken Nelson of Capi-tol, and others.

of Acuil Rose, Ken Nelson of Capitol, and others.

Grand Ole Oncys," first performance was on Nov. 23, 1925, but since the exact annivorsary comes or Thankegiving w.e., end, the d.j. party is being held a week early, twas founded by Geore e. D. Bay, "The Solemn Old Judge," who is still an important identicer of the WSM still and important learner of the WSM still and important learner of the WSM still and foundable peaks briefly enthe snow each Saturday build.

The program least 4/2 hours, with 36 minutes of it on the MBC leavers. It is the oldest contained as Canimerers, paging in radio, it plays to a live andicine axering the 5000 persons 52 weeks, every vear. All 48 states are in ually 11, including the last of the Grand Ole Opry that a large each week. 5 600,020 people have come to Nesleville to see the phox personally daring its 23 year, and it is largely through the influence of the Grand Ole Opry that a large eigment of the in, it publishing and recording industry lea, moved to Nashville that Nashville has become a network origination center; and that it has come to be called Im Pan Valley.

arrived at under a statistical system comprising each of the three major sales outlets enumerated above. These findings are correlated with data from wider sources, which are exclusive with Variety. The positions resulting from these findings denote the OVERALL IMPACT developed from the ratio of points scored: two ways in the case of talent (disks, coin machines), and three ways in the case of tunes (disks, coin machines, sheet music). TALENT

Week	Week	ARTIST AND LABEL	TUNE
1	1	LES PAUL-MARY FORD (Capitol)	··· (Vaya Con Dios ··· (The Kangaroo
2	3	JULIUS LaROSA (Cadence)	Eh Cumpari
3	9	TONY BENNETT - (Columbia)	
4	2	AMES BROS. (Victor)	You, You, You
5	7	TERESA BREWER (Coral)	
6	5	STAN FREBERG (Capitol)	(St. George and Dragonet)Little Blue Riding Hood
7	4	FRANK CHACKSFIELD (London)	
8	6	EDDIE FISHER (Victor)	(Many Times
9	10	PEE WEE HUNT (Capitol)	Oh!
10	8	PERRY COMO (Victor)	(You Alone
		TUNES	
BOCK	TTONE	· (*ACCAD +RMI)	

TUNE *VAYA CON DIOS Ardmare †YOU, YOU, YOU Mellin 2 3 *RAGS TO RICHES †CRYING IN THE CHAPEL Valley Broadcast MANY TIMES *ST. GEORGE AND DRAGONET Alamo

YOU, FIRST AMES DISK, TOPS 1,000,000 SALES

The Arnes Bros vecal quartet which exited Coral R cords to join ICA Victor carly this year, will see a gold platter for You, You, You, which has topped the 1,000, 009 sales marker.

Number, which has been on the hit lists for the last five months, was the first one out by the condo for Victor.

Kerner Quits as Muzak Sec; Sayles to Sub

Anna M. Rerner, secretary of duzak Corp., retired from the company la 1 week. She will continue as consultant to Muzak on music controller matters.

Alexander J. Soyles, company's comproller for the pa 1 five years, goes into the spot vacated by M. s. Kerner.

FAR WEST rop Record Talent and Tunes

for a root a frequency, a for a root of a consequency of the	
	midehensine nichte of

AMARIETT DISK JOCKET POLICY See The Control of the	TETY DIS	W INFW	×.	D.C. burg Lynn	Sch'c- tady Tray Pirt.	Mont- Or-	N.O. Delles	folk mond	W. Pe	5	w'kee	•	Loke
	pulation is designed to						1			_	_	-	
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Mercury My Hymn to Her	Frank Sinatra	Capitol	der						10				
	Artie Wayne	Mercury	My Hymn to Her										

The Most Beautiful Choral Record of the Year!



"THE VOICES OF

WALTER SCHUMANN"

I See The Moon All Alone

20/47 - 5478





Co

101 72

33

33

30

22

Decca 9-Month Net at \$471,600

Decca Records' net earnings for the first nine months of this year, ending Sept. 30, fell slightly off last year's pace with a total of \$471,593, after a provision of \$273,-041 for income taxes. That compares with the net of \$487,168 for the corresponding period in 1952. Earnings to date this year equal 35c, per share on the 1,354,158 shares of capital stock outstanding, in comparison to last year's 47c. earning average per share on 1,035,533 shares.

Large factor in Decca's evenlymaintained financial picture is the disk company's controlling stock and I Were Young Maggie Blues' and "On Moonlight Bay." Decca Records' net earnings for

dividends from the latter company, Decca stands to earn well over \$200,000 annually from the picture company. Milton R. Rackmil, Decca orez, holds the same post with Universal.

Bing, Son Gary Team Again

BY THE TRADE PRESS

ARE MY EARS ON STRAIGHT?	Billboard New Record	Cash Box Disk of	Variety
GAYLA PEEVEY (Columbia)	to Watch	the Week	Good
A BABY CRIED (Tomority) LOU MONTE (RCA Victor)			Best Bet
EV'RYBODY LOVES SATURDAY NIGHT (Folkways) PERCY FAITH (Columbia)	76 (Good)	Bost Bot	Best Bet
· · · · · · · · · · · · · · · · · · ·			
1 JUST CAN'T WAIT 'TILL CHRISTMAS (Westbrook) LU ANN SIMMS (Columbio)	New Record to Watch	B + (Excellent)	Excellent
TERESA BREWER (Corol)	77 (Good)	Disk of	Excellent
I WANT A HIPPOPOTAMUS FOR CHRISTMAS (Folkwoys) GAYLA PEEVEY (Columbio)	70 (Good)	Disk of	Bost Bet
		the Week	
JOEY'S THEME (from "The Little Fugitive") (Trinity)			
DAVID ROSE (MGM) SAUTER-FINEGAN ORCH. (RCA Victor)	73 (Good)	B (Very Good) B (Very Good)	Very Good Very Good
RICHARD HAYMAN & ORCH. (Mercury) EDDY MANSON-NORMAN LEYDON ORCH. (Columbia)	77 (Good)	Sleeper of the Week	Excellent
THE LONG BLACK RIFLE (Eostern) RICHARD HAYES (Morcury)	New Record to Watch	Best Bet	
MYSTERY STREET (Mollin) JUNE VALLI (RCA Victor) JACKIE GLEASON (Copitol)	74 (Good)	Disk of the Week	Good Very Good
FASSIONATA (Sunboam) BERNIE WAYNE ORCH. (Corol)		B + (Excellent)	Top Review
SANTA BABY (Trinity) EARTHA KITT (RCA Victor)	New Record to Wotch	Disk of the Week	
SOMEONE (Regent) HAMISH MENZIES (Decce)	71 (Good)	B (Very Good)	
88th PARALLEL (Meridion) TOM SCOTT ORCH. (Columbia)	77 (Good)	B (Very Good)	Very Good
OO MUCH IN LOVE TO CARE	70 (Good)	Best Bet	
STEVE GAYNOR (Derby)	70 (Geea)	Dest ber	Very Good
NHY CAN'T I (Meridion) JONI JAMES (MGM)	70 (Good)	Disk of the Week	Very Good
NOMAN (Studio) JOHNNY DESMOND (Corol)	77 (Good)	B (Very Good)	
WONDERIN' (Vincent) THE GAYLORDS (Morcury)	Good	Sleeper of the Week	

BROADCAST MUSIC, INC. NEW YORK 36 N. Y

ZSA ZSA (Sunbeam)

ERNIE WAYNE (Corol)

RETAIL SHEET BEST SELLERS

VARIETY

VARIETY

Survey of retail sheet music sales hased on reports obtained from leading stores in 11 cities and showing comparative sales rating for this and last week. * ASCAP † BMI

This Last

6B

Title and Publisher *Vaya Con Dios (Ardmore)
†You, You, You (Mellin)
*Ebb Tide (Robbins)

†Crying in the Chapel (Valley

*No Other Love (Williamson)

*Rags to Riches (Saunders)

tEh Cumpari (Rosarch). *Ricochet (Sheldon) *I'm Walking Behind You (Leeds) *I See the Moon (Plymouth). *That's Amore (Paramount).

†Mission of St. Augustine (Rep.

*Dragnet (Alanio)

York,

Seattle, Capitol 3 2

Grinnell

City.

Stan Kenton 'Festival.' With All-Star Troupe. Pulls 5G in Rochester

*Oh! (Feist) †Many Times (Broadcast)

Rochester, Nov. 10. Stan Kenton's new "Festival of Modern American Jazz" package, scaled at \$1.25 to \$2.50, grossed a solid \$5,300 here in a one-nighter at the Eastman Theatre Nov. 3. Kenton's band is on stage blasting away for a good two hours and 15 minutes. Add to this about 20 minutes of the Erroll Garner trio.

This troupe, which also includes June Christy, Dizzy Gillespie, Stan Getz, Slim Gaillard, and Candido, will tour the east and midwest for five weeks.

will tour the east and midwest for five weeks.

On the basis of the sounds heard here, Kenton has turned away from the radical dissonance school bill Russo seems to be Kenton's chief composer these days. Some of Russo's items sounded more like Woody Herman than Kenton and therefore left the crowd slightly chilled. But after the break, during which Kenton may have changed signals, the brass really started to scream.

Christy kept 'em happy with "No Moon at All." "Whee, Baby!" "My Heart Belongs to Only You," and the moody "Something Cool."

There are many highspots in the show but probably the highest was Gillespie, Candido (contributing the Afro-Cuban rhythm) and the full band doing "Manteca." Getz plugged his "Lover Come Back to Me" disk, "Out of Nowhere," and a couple of Russo's latest. Garner's group was a big hit with "Cheek to Cheek," "April in Paris," "Frenesi," and "Lover." Gaillard fooled around with "Cement Mixer," and "Tooty Fruity."

This is Kenton's first "Festival." It looks like another good year for him, if not his best. Small.

Sock 16G In Philly

Sock 16G In Philly
Philadelphia, Nov. 10.
Two sellout houses in the 4.300seat Stanley-Warner Mastbaum
greeted Stan Kenton's "Festival of
Modern American Jazz" (4). Police
estimated another 500 were turned
away when SRO sign was placed
up for second show of the evening.
Irving Feld, of Super Attrac-

We Want To Buy An **ASCAP Publishing Co.**

Principal desires to enter publishing field

All replies confidential

Best Bet

Box V-11553, Variety, 154 W. 46th St., New York 36 tions, Inc., Washington, D. C., promoters of tour, estimated \$16,000 net had been taken in, with standees on both shows. Ticket prices ranged from \$3.25 to \$1.80.

prices ranged from \$3.25 to \$1.80.

One unexpected hitch was action of Local 77, Musicians Union, which forced "Festival of Jazz" to hire a standby band, costing approximately \$1,000. Super Attractions squawked to Stanley Warner, but film company has no contract with musicians, since the former deluxe film-vauder now plays straight pic policy. Promoters paid union tab under protest and will take complaint to national headquarters of the American Federation of Musicians.

JANE RUSSELL GETTING TWO-LABEL DISK SETUP

Screenstar Jane Russell will get a two-label setup shortly with etchings on Mercury and Bruns-wick. Miss Russell will warble on the Merc platter and recite a mod-ern-day fable on the Brunswick re-lease

tern-day fable on the Brunsweal lease.

The Brunswick slice was cut on the Coast several weeks ago by Bob Thiele, Coral-Brunswick artists & repertoire chief. It will be a coupling of "Hollywood Red Riding Hood" and "Hollywood Cinderella." Both sides were written by Steve Allen.



EASY TO LOVE RAP YOUR **TROUBLES** IN DRUMS

MGM 11600 K 11600



VARIETY, November 4th

John Sebastian: "Inca Dance"oolish Waltz" (Cadence). John
bastian is the latest harmonica
bastian in the pop wax
ayer to move in to the pop wax the pop wax potent entry. bastian builds via his mouth kind of driv-over with the for a big re-







THE WORLD'S FOREMOST HARMONICA PLAYER . . .

JOHN

SEBASTIAN

with his smash recording of . . .

FOOLISH WAIT/ *1* * **

INCA DANCE

orchestra conducted by ARCHIE BLEYER

CADENCE 1420

the Voice all America

Loves ...

with his great EP Record . . .

NO OTHER LOVE **I BELIEVE** MY FUNNY VALENTINE ROSANNE

4 Great Songs on 1 Record...

CADENCE EP 1233

archie Bleyer Production

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Inside Stuff—Music

Recent cancellation of Larry Adler's appearance at the Sands Hotel, Las Vegas, because of American Legion pressure, was described as "addled Americanism" in an editorial comment by the Milwaukee Journal, Nov. 1. The daily asked: "What possible security or subversion aspect could there be anyway, in letting the fellow play the harmonica for those who wish to hear him? As recently as 1951 the Army cleared Larry Adler for troop entertainment in Korea. He was deemed patriotic enough to play the harmonica for American soldiers. One would think it would not be too dangerous to expose tipplers and gamblers in a Nevada hotel to this same music."

Stanley Adams, ASCAP prexy, has proposed an amendment to the Society's bylaws which would make the ASCAP board of appeals and nominating committees serve for two-year terms instead of the present one-year terms. Proposed amendment is designed to correspond to the two-year terms of the ASCAP board, a change that was made in 1950. Since the ASCAP board is elected in the odd-number years (1953, 1955, etc.), Adams is proposing that the board of appeals be maned in the even numbered years. Balloting on the amendments will wind up Nov. 24.

"Florida," a new tune being published by Larry Spier Music, is getting a big sendoff from the Florida Chambers of Commerce and state's disk jockeys. In addition, Eastern Airlines and National Airlines are tying in with the number to plug flights to Florida. Spier, who is co-writer of the tune along with Al Goodhart and John Redmond, has also engineered a reciprocal plugging agreement between a group of California and Florida deciays, the latter to play, "California, Here I Come" while the former will spin, "Florida."

Mickey Scopp, who took over his new post as administrative assistant to Abe Olman, general manager of the Big Three Music combine, will help in coordinating the firm's various departmental activities, to leave Olman more thue on the creative end of solidifying and replenishing the Robhins, Feist & Miller catalogs at home and abroad. Scopp, who was an exec with Air Features until the packaging agency was sold to CBS, handled the inside husiness matters for that company and is a certified public accountant.

A special promotion platter has been sent out to disk jockeys around the country to celebrate the current Patti Page Birthday Week (Nov. 8-14). Platter relates pertinent facts in the warbler's life, glimpsing her early days in radio and her "discovery" in Tulsa by Jāck Rael. The disk-story was written by Hugh Perctti and Luigi Creatore. Etching also includes excerpts from some of her past disclicks.

"Time for a Change" slogan doesn't stand up with the songpluggers. In the upcoming Music Publishers Contact Employees Union election only one seat is being opposed. Sole contest is for v.p., with Leo Diston challenging incumbent Joe Santly. Other "ins" on the slate are Bob Miller, running unopposed for prez, and Charlie Lang, unopposed for treasurer. Elections are set for Dec. 16-17.

Tele comic Steve Allen is doubling in brass in the disk biz. He's currently repped on wax as tunesmith or vocalist on about 20 sides. Allen's shellac efforts run the gamut from fables-in-bop to a couple of recently released Yule songs. He records most of his own material

Hugo Winterhalter, RCA Victor musical director, set up Gregory Music primarily as an outlet for his own compositions. Since firm is a Chappell Music subsid, Winterhalter also will supply new arrange-ments for Chappell standard items.

National Jewish Music Council has issued a 70-page critical catalog of over 175 recordings of secular and liturgical Jewish music. Book covers music in the longhair, folk and children's field. Dr. Eric Wer-

Best British Sheet Sellers

I Believe Cinephonic Limelight Bourne Answer Me Bourne Bridge of Sighs Maurice Look At That Girl Cinephonic Vaya Con Dios Maddox Mommy Kissing Santa Morris Seven Lonely Days Feist Swedish Rhapsody Connelly April In Portugal Sterling

Second 12

Wish You Were Here Chappell Feist Hey Joe Robbins
Big Ben Box & Cox
Walk That-A Way Aberbach
Flirtation Waltz Bourne
Your Cheatin Heart Wood
Fin Walking Behind Maurice
Is It Any Wonder Leeds
Crying in the Chapel
Mother Nature Aberbach
Say You're Mine Victoria Robbins

FOUR LADS DOUBLE IN HUB CHURCH, NITERY

The Four Lads, Columbia Records vocal combo, doubled between Binstrub's nitery here and St. Ignatins Church Sunday (8). The group led the solemn high mass at St. Ignatius in the moraing and played a special concert for 2,000 young parishioners at Binstrub's the same afternoon invite to the church came from Archbishop Cushing and Father Thomas M. Herlihy.

Rhythm & Blues Diskery To Be Headed by Magid

Larry Newton, prez of the indie Derby label, is moving into the rhythm & blues field with a new diskery, to be tagged Central Rec-ords, Lee Magid will head up the r&b plattery. He'll be in charge of distribution and artists & reper-

He hasn't yet pacted any artists

Ed Burton's Own Pubbery

Ed Burton s Uwn Pubbery
Ed Burton ankled his post as
eastern manager of Hill & Range
Music last week to set up his own
pubbery. Firm will be tagged Edgar Music and will be affiliated
with BMI.
Burton had been associated with
H&R for the past four years. He's
the brother of Bob Burton, BMI
veepec.

On The Upbeat

Chicago

Chicago

Art Hodes opens Irv Benjamin's new cocktail lounge today (Wed) for indefinite stand ... Bob Kirk set for Oh Henry Ballroom here Nov. 18 to Dec. 20 ... Ray Pearl slated for Nov. 7 opening in Roosevette Hotel, New Orleans, for fourweeks, followed by two-kecker at Oh Henry beginning Dec. 23 ... Ted Lewis playing Chase, Hotel, St. Louis, from Nov. 11-24 ... Charlie Barnett opens Rendezvous, Philadelphia. Nov. 18-24, following with five days at El Rancho, Chester, Pa., beginning Dec. 2 ... Art Kassel held over at Martinique, Chi, indefinitely ... Chamaco, new rhumba band at Chez Paree, now on indefinite run ... Ted Weems playing Statler, St. Louis, now through Dec. 16 ... Benny Strong bound for Palladium, Hollywood, Nov. 17 through Dec. 23.

Kansas City

Kansas City

Gunar Sondberg Trio deal has been extended and crew will continue at least for balance of 33 at Putsch's 210 in the Plaza ... Midland Attractions has set Sammie Tucker to play and stroll with vocals in the Swan Room of the Hotel Montelcone, New Orleans ... Betty Reilly returns to Eddy's Restaurant for a fortnight beginning Nov. 13, with Bebe Allan and Barry Ashton making it a dual bill ... Sauter-Finegan Orch played lis first one-nighter in town at the Pla-Mor last Saturday (7), drawing heavy traffic to the hall ... Maxine Weeks on a new assignment at the organ in the Omar Lounge of Hotel Continental ... Charley and Leo Dorman return cast after winding their stint at Eddy's Nov. 12, their first in these parts ... John Antonello office has Fred Waring and crew set for one-nighter in the Music Hall Nov. 19.

Pittsburgh

Pittsburgh

Mitzie Cottle, Baron Elliott's
former vocalist, is now singing
with Bob Vinton's band. George
Zinsser is out of the army and has
rejoined the Joey Sims outfit on
sax... Benny Benack has been
signed for the Penn State Lions
of Allegheny County dance at the
liotel Schenley Nov. 21 following
the State-Pitt football game. Joe Leessak, who has played piano
with nearly every night club combo
in town at one time or another,
has checked in at the Rio Restaurant in East Liberty to do solo work

BRING FOR ME?

(A Letter to Santa)

Vocal: Barbara Karen-Dickie De Bella

LOVE IS LOVE

Vocal: Jane Douglass-

Tom O'Malley

New York

Crooner Bill Heyer repacted to Epic Records for another year... Warner Bros. music firms tied up with the Paper Mate Pen Co. to promote "Don't Forget to Write," etched by June Valli for RCA Victor.. Lionel Hampton orch due back from a European concert swing Dec. 10... George Shearing Quintet opens at the Blue Note, Chicago, today (Wed.)... Karen Chandler into the Casino Royal, Washington, Nov. 16 for one week. Danny Sutton, RCA Victor crooner. hegan a one-week engagement at the Twin Coaches, Pittsburgh, Monday 69... Fran Warren pencilled in for a one-week date at the Blue Crystal, O., beginning Nov. 16... Billy Eckstine opens at the Sands Hotel, Las Vegas, Nov. 18.

Jack Dunn, Coral Records disk promoter, back from a quickie hop to Pittsburgh ... Sauter-Finegan orch plays a one-nighter at the Kings Ballroom, Norfolk, Neb., to-morrow (Thurs.)... Stuart Foster into the Thunderbird, Las Vegas, Nov. 26. Nola Recording Studios added Al Schmitt and Eugene Sayet to its engineering staff, Nola also leased additional space in the Steinway Hall Bldg.

Chicago

Skeets Mahoney orch booked into Legion Club here . . Paul Moorhead orch continues at Pax Room of Paxton Hotel . . . Waiter Harrold orch in at Sam Salzman's Silver Tan Room . Cliff Dudley band played Doane College's homeoming ball at Crete, Neh . . Josephine Read being billed as featured soloist with Fred Waring show, set at Omaha Theatre Nov. 20 . . Duo-pianists Toni & Rosi Grunschlag booked at McCook, Neb., Jan. 22.

Houston

Scotland



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JOHNNIE GUARNIERI

B/W

WHAT DID YOU

HAVE A HEART!

Vocal: Jane Douglass

EMPTY WORDS

Vocal: Jane Douglass

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Latest Victor Release "CUP OF JOY" b/w "TWO DREAMS"

Personal Management Art Franklin and Angelo Papalia 480 Lexington Ave., New York City

Wolf to Manage New Pop Setup for Pubbery

Publisher Len Feist named Don Wolf manager of his Merrymount Press firm in his first step in ex-panding the pubbery's scope into the pop field. Heretofore, Merry-mount had confined its activities to standard and educational copy-rights.

rights.
Wolf, a tunesmith and TV material writer, is currently prowling new pop songs. He also expects to launch another firm for pop works with an ASCAP affiliation. Merrymount is affiliated with BMI.



Night

PERCY FATH

Paylette Sisters . BURT TAYLOR

Columbia Record 40115

FOLKWAYS MUSIC PUBLISHERS, Inc. New York, N. Y.

GOING STRONG!

"WHEN MY DREAMBOAT **COMES HOME"**

Kay Starr — Capitol 2595

M. WITMARK & SONS 488 Madison Avenu New York 22, N. Y.



.. Disk Companies' Best Sellers..

CAPITOL	ARTIST
	S Les Paul-Mary Ford
LITTLE DLUE I	D THE DRAGONET Stan Freberg
SAN	Pee Wee Hunt
4. THE KANGARO DON'CHA HEAF	O Les Paul-Mary Ford
5. THAT'S AMORE YOU'RE THE R	GHT ONE Dean Martin
COLUMBIA	

	DON CHA HEAR THEM BELLS
5.	THAT'S AMORE Dean Martin
	YOU'RE THE RIGHT ONE
	DLUMBIA
1.	'WAY DOWN YONDER Jo Stafford-Frankie Laine
	FLOATIN' DOWN TO COTTON TOWN
2.	I SHOULD HAVE TOLD YOU LONG AGO Four Lads
	ISTANBUL
3.	IN THE MISSION OF ST. AUGUSTINE Sammy Kaye
4.	I SEE THE MOON
	I JUST WANT YOU
5.	I WANT A HIPPOPOTAMUS FOR XMAS Gayla Peevey
	ARE MY EARS ON STRAIGHT

	ARE MY EARS ON STRAIGHT
CO	DRAL
1.	HEART OF MY HEART Cornell, Dale, Desmond
	I THINK I'LL FALL IN LOVE TODAY
2.	RICOCHET Teresa Brewer
	TOO YOUNG TO TANGO
3.	WOMAN Johny Desmond
	BY THE RIVER SEINE
4.	BABY, BABY, BABY Teresa Brewer I GUESS IT WAS YOU ALL THE TIME
	I GUESS IT WAS YOU ALL THE TIME
5.	YOU'RE ON TRIAL Don. Cornell
	I'M YEARNING
D	ECCA

1.	STRANGER IN PARADISE Four Aces
	HEART OF MY HEART
2.	HEART OF MY HEART I'VE BEEN WAITING A LIFETIME Four Accs LAUGHING ON THE OUTSIDE
	LAUGHING ON THE OUTSIDE
3.	LAUGHING ON THE OUTSIDE TYPEWRITER Leroy Anderson
	THE GIRL IN SATIN
4.	RICOCHET Guy Lombardo
11	THE BRIDGE OF SIGHS
5.	I WANT YOU TO BE MY BABY Louis Jordan
	YOU KNOW IT TOO

L	ONDON
1.	EBB TIDE Frank Chacksfield
	WALTZING BUGLE BOY
2.	GOLDEN VIOLINS Frank Chacksfield
90	A GIRL CALLED LINDA
3.	WE'LL GATHER LILACS Mantovani
	MELBA WATZ
4.	GUESSING Dickie Valentine
	I SEE YOU AGAIN EVERY NIGHT
5.	JAMAICAN RUMBA Mantovani
	SWEDISH RHAPSODY

	ERCURY	
1.	CHANGING PARTNERS	 Patti Page
2.	WHERE DID THE SNOWMAN GO OFF SHORE	rd Hayman
	JOEY'S THEME	 iti ilayinan

	A.	OFF SHORE Idenard Hayman
		JOEY'S THEME
	3.	NATIVE DANCER Rusty Draper
		LONESOME SONG
٠	4.	COW COW BLUES Jan August
		MARTHA
	5.	STRINGS OF MY HEART Gaylords
		MAMA-PAPA POLKA
1		

	G-M
1.	I'LL NEVER STAND IN YOUR WAY Joni James
	WHY CAN'T 1
2.	CALLING YOU
-	WHEN GOD COMES
3.	MY LOVE, MY LOVE Joni James
	VOUPE FOOLING COMPONE

YOU'RE FOOLING SOMEONE
CHRISTMAS EVE.
WHAT ARE YOU DOING NEW YEAR'S EVE?
I FELL OUT OF A XMAS TREE
Little Rita Faye
THE MIRACLE OF CHRISTMAS

RCA VICTOR A VICTOR
SANTA BABY Eartha Kitt
UNDER THE BRIDGES OF PARIS
A BABY CRIED Lou Monte
ONE MOMENT MORE
YOU, YOU, YOU Ames Bros.
ONCE UPON A TUNE
PA-PAYA MAMA Perry Como
YOU ALONE
I'LL FORGET MORE THAN YOU'LL KNOW Davis Sisters
ROCK-A-BYE-BOOGIE

Charles Burr has been added to Columbia Records' advertising department for the Masterworks division. He'll work under Irving Townsend, Col's ad chief.

Etched for Polygon

London, Nov. 3.

Hungarian film actress Eva Bar-tok has cut her initial disk for Polygon Records here with a coupling of "Don't Touch Me" and "Kiss Me."

Miss Bartok is slated to do a film, "Gypsy King," in Hamburg soon tor indic producer Alexander Paal, who has her under contract.

THE SOCK NOVELTY!





Decca 28881 (78 RPM) and 9-28881 (45 RPM)



LEROY ANDERSON CONDUCTS

His Own Compositions - Vol. 1.

Selections include: Sleigh Ride—Promenade—The Syncopoted Clock
—The Woltzing Cat—Secenata—Saraband—A Trumpeter's Lullaby
—Jozz Pizzicolo—Jozz Legato DU-810 • ED-1400 • DL 7509

LEROY ANDERSON CONDUCTS

His Own Compositions - Vol. 2.

Selections include: Plink, Plank, Plunk!—Horse and Buggy—Belle of the Ball—Blue Tango—China Doll—The Penny Whistle Sang—Fiddle-Faddle—The Phantom Regiment DU-885 • ED-1401 • DL 7319

LEROY ANDERSON'S Irish Suite

(Orchestration by Leroy Anderson).

Selections include: The Irish Washerwaman—The Wearing of the Green—The Last Rose of Summer—The Girl Left Behind Me—The Minstrel Boy—The Rokes of Mallow. A-923 - DL 4050

A CHRISTMAS FESTIVAL

with LEROY ANDERSON "Pops" Concert Orchestra.

Beletions include: Joy to the World-Deck the Halls-God Res Merry, Gentlemen-Good King Wenceslas-Harkt the Herald An Sing-The First Nowell-Silent Night-Jingle Bells-Adeste Fid 1944 - 1944 - 1945 - 19 ells-Adeste Fideles.
DU-940 • 1-243



and His Famous Orchestra and Entertainers Started European Tour at Oslo, Sept. 6

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ASSOCIATED BOOKING CORPORATION

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Hutton 4-Week Palace Stand Grosses 167G

week two-a-day try at the Palace Theatre, N. Y., scoring \$36,500 in the finale stanza. Total for the four weeks was \$167,200. Gross for the finals would have been greater but the entire Stem was sloughed because of Friday's (6) snowstorm.

snowsform.

The Palace returned to eight acts and a picture policy today (Wed.) with Yokoi Troupe, Elaine Browning, Estralita & Raul, Valitha & Aldino, Cy Reeves, Gaudsmith Bros, and the Ebonaires. Roy Benson had been signed for this bill, but he had to be dropped. Booker Dan Friendly was scouting another turn at presstime. Pic is "The Glass Web" (U).

There's still the possibility that

There's still the possibility that the Palace may make another try at reserved seat vaude, but only if a suitable headliner comes along. A couple of bills in the past which combined several names failed to work out

The Mills Bros. Circus will win-ter at the Darke County fair-grounds near Greenville, O., for the third consecutive year., The circus is currently on a tour of the South.

COMEDY MATERIAL FUN-MASTER

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BLACK DUNDEE

(Beauty and A new note in Glamor Comedy

Met.* GERBER-WEISS 200 W, 37 St., N.Y.



Houston Charity Show Pulls 800 at \$25 Per Houston, Nov. 10.

Nearly 800 Houston, Nov. 10.
Nearly 800 Houstonians shelled out \$25 per head last week to swell the coffers of the Edna Gladney Charlty Ball at the Shamrock and were rewarded with a versatile show built by the two Hollywood Bills, Plne & Thomas, and headed by actress Rhonda Fleining. The Edna Gladney home for youngsters in Fort Worth was the beneficlary.

Jan Garber and his band back-grounded the show and Bill Democrest emceed. Miss Fleming warbled a couple of songs and Roscoe Ates skidded out creditable tunes on a violin. Tom Morton did a dancing routine that got encores and the Bell Sisters delivered some tunes expertly.

Bobby Tinterow displayed a chorus line that he had whipped into shape for their professional debut. Fred Nahas, local radio personality, spelled Demerest on the emcee job. Jan Garber and his band bac

Boston Burley Permits Stopped

Boston, Nov. 10.

Arrested on charges of participating in lewd and immoral shows at Hub burleys, the Old Howard and Casino, three strippers, Rose LaRose, Irma the Body and Eloise Adams, were fined a total of \$200 each in court here last week. Fines of \$500 were handed out to Frank Engel, manager and co-owner of the Casino and Max Michaels, manager of the Old Howard.

A charge of presenting Indecent

the Casino and Max Michaels, man-ager of the Old Howard.

A charge of presenting indecent and immoral shows against Frank Bryan, co-owner of both theatres, was dismissed due to a technical detect in the complaint against him. Licenses of both theatres were suspended. Hearing will be held tomorrow (Thurs, 1 before the Censorship Board to determine the fate of both houses. The managers paid their \$500 fines and the girls dropped their appeals against the impost.

SOPH TO BE KUDOSED BY PHILLY CHARITIES

BY PHILLY CHARITIES

Sophle Tucker will be tendered a testimonial dinner at the Bellevue Stratford Hotel, Philadelphia, Sunday (15) by a group of local charities. Top political as well as show biz figures will attend. Senators Edward Martin and Joseph Duff and Gov. John C. Fine are honorary chalrmen. Dinner is concurrent with her engagement at Philly's Latin Casino.

Miss Tucker closed Sunday (8) at the Latin Quarter, N. Y., where she was farewell-partied. Noble Sissle, Negro Actors Guild prexy, presented her with a plaque thanking her for charitable efforts on behalf of the Guild, and comedian Myron Cohen presented her a clution from the LQ acknowledging her 10th annual appearance at this spot.

Willie, West & McGinty to continue to the strategy of the st

Willie, West & McGinty to quit the Sonja Henie Ice Show in Lyons, France, Nov. 30, and head back to the W 45 \$1. M. Y., M. Y. JU 2-0372

"The Only Act of Its Kind in the World"

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THANKS TO: Pierre Louis-Guerin • Rene Fraday
Milton Berger • David Jones

Direction: DAVID JONAS, 1697 Broadway, New York, N. Y.

Vegas B. O.

segued into serioso with confessions of early travails as a youth. From this deliberatly schmaltz interlude, which held tablers stlent and attentive, la Jorgensen talked "When You Walk Through the Storm." Revving up the tempo with Bell as vis-a-vis, Christine chirped a special to "Side by Side," and ankled off to be returned four times for bows. segued into serloso with confes-

Bill Miller has all elements of a carny in this current Sahara solree.
With Elsa & Waldo's hoke terpsmilked too much until pair really
begin some expert antics—building negm some expert anties—building into boffo reception; the smooth and offbeat ventro work of Criss Cross with his life-size doll for big finish; sizzling manipulations by Francis Brunn, the speediest juggler to ever appear on the Strip, and saved by some autherits bad. gler to ever appear on the Strip, and capped by some authentic bag-piping, drilling, and Hlghland flinging by the Dagenham Girl Plpers inirolng a neat precision production by the Sa-Harem Dancers, Song chores by Revelers Quintet (two femmes, three guys) add an extra flavorsome touch, with musical fort staunchly.

Also Grand Opera

Meanwhile the Vegas brass and bigwigs were viewing a grand opera in the form of Bizei's "Carmen," which, although not too grand because of chorus and orch abridgement plus solo weaknesses, was making local history. In its one-nighter, performance by L.A. Conservatory of Music and Arts managed to overflow the 1,500-seater high school auditorium with prices scaled from \$2.20 to \$6.60. Package cost the Las Vegas Opera Association \$5,000. Tuesday's production, along with cost of tossing an opera hall at the Silver Slipper ballroom on the same eve, put the

an opera hall at the Silver Slipper ballroom on the same eve, put the opera group in the hole some \$1,100, et, boxoffice returns show-ed a net profit of \$100 for presen-tation of the opera itself.

For plunking down their moola for something unique in a unique town, Las, Vegas viewed a fair pro-duction of one of the most tricky pop operas to perform. Outstand-ing were Yola Casselle in the role of Micaela, and maestro Herbert Weiskopf, who knitted everything together with knowing direction and lifted the conservatory cast out of musical snarls in all four acts. Most locals, although unhep out of musical sharts in all four acts. Most locals, although unhep to any opera, gradually caught on to the idea, unlimbering mitts as the music and libretto unfolded. In

to the idea, unlimbering mitts as the music and libretto unfolded. In spite of some earlier enqui on the matter, the universal opinion tabbed opera in Las Vegas a noble experiment and worthy of twice-ayear sponsorship.

Phillip Rizzo, prexy of the association, has contacted Anna Maria Alberghetti for possible headline role in "Rigoletto," for a night in Fehruary, This amhitious task precedes the young soprano's date at the Sahara in March, and with Miss Alberghetti's father, Daniele Alberghetti, rounding up a cast to be batoned by Weiskopf, such a production should be good boxoffice around these parts. Another contemplated longhair divertissement for Las Vegas is the Glynn Ross - Weiskopf - LA. Conservatory package of Menotti's "Amahl and the Night Visitors" for Christmas week. All of which points to an awakening by Las Vegans to aspects of the more serious entertainment pursuits.

an awakening by Las Vegans to aspects of the more serious entertainment pursuits.

It's still entertainment to localities, no matter whether presented on a nitery floor or on an auditorium stage surrounded by the trappings of culture. And snobhism plays its part in both cases. The heirarchy, a mixture of gambling bigshots of the Strip and merchants of the town, probably exert the same pressures to maintain their exalted positions, both in palming maitre d's or grabbing orch seats, as in other communicies, big or small. With Las Vegas making news from daily datelines and flacked endlessly, the importance of being important while the focus is sharp, is a "must" for top niche-holders.

Biggest 'Must'

The higgest 'must." of course.

Biggest 'Must'

The higgest 'must." of course, is still the dishing up of a steady stream of talent or shows to lure the loot into Vegas. The Sands has the marquee glowing with Jeanette MacDonald's name, and the message gêts across well enough to fill the Copa Room just about every show. Miss MacDonald greenued at the Sahara early, this.

year, but returns to a different hotel with a brand new act with this three-weeker. (See New Acts). The Larry Adler hassle with the American Legion had the harmonicalst exiting his supporting position on the bill, and the Nicholas Bros. continuing on from previous frames. They're giving a good lift to Jack Entratter's production. Also helping the overall Sands shebang is Eddie Garson, former Cugat stabler, who hits fine response with a neat ventro act. Copa Girls (and these 10 are beautiful) wow customers with a fan routine dreamed up by Bob Gilbert and Renne Stewart.

Visiting Firemen's Delight

visiting Firemen's Delight

Visiting Firemen's Delight

The incumbent Lou Walters'
"Folies a la Bergere" is the visiting firemen's delight. Going into
the home stretch of a six week's
whopping tenure at the Desert
Inn, revue will be replaced by still
another top moneymaker—Minsky's Follies, Long runs are also
the ticket for Beldon Katleman's
El Rancho Vegas whenever a surefire cafe name is top-billed. In
the case of Billy Danlels, this nitery has, and will continue to have
a winner until Nov. 18, when Gordon & Sheila MacRae carry along
the good biz marathon. Nejla Ates
is the chlef come-on at the Thunderbird with her wriggles and seximpact via the belly-dance route.

Olsen & Johnson Olsen & Johnson

Impact via the belly-dance route.

Olsen & Johnson

Olsen & Johnson lave not proven to be such big lures at the Last Frontier as hoped-for by bossman Jake Kozloff and entertainment director Herman Hover. The fast-paced gagshow, as part one of a projected Broadway opus to be called "Oh What a Night," and titled "Operation Fun" for this run, lacks yockworthy payoff punches in many blackouts. Revisions by producer Jerry Franks are going on from night to night, as the vet low comedy hucksters Ole Olsen and Chic Jhonson are surrounded by Marty May, J. C. Olson, June Johnson and Beverlee Dennis. Miss Dennis packs a good wallop in the chirp division, with Beachcombers & Natalie snaring mitts for their warbling. Revue cerles its own terpers prancing stylized choreos by ohn Gregory, but house line belonging to Merriel Abbott also contributes an acro-gallop along the way. Tony Morelli whips the Bob Millar orch through the Intricate cucs and scores.

Flamingo Bill

Flamingo Bill

The Flamingo toted fair returns for two frames of Guy Mitchell and Marty McCarty. Bigger biz was expected, but in Kay Starr, who begins a month's session tomorrow (12). Abe Schiller, Maxine Lewis et al, will certainly have the ropes up all the way. She's dynamite in Vegas, and, surrounded by the Lancers, Canjou Bros. & Juanita. Barbara Perry with a Seymour Felix production. will crowd the newly decorated and re-designed Flamingo to its very fancy facade.

In the less pretentious, but very busy establishments, the click and clank of 24-hour grind trade goes on at tables and machines while intime connecting rooms are reveling in turnaway biz. The Silver Silipper successfully preemed its new "Stage Door Follies" last Fri-

intime connecting rooms are reveling in turnaway biz. The Silver Slipper successfully preemed Its new "Stage Door Follies" last Friday (6), with Carrie Finnell held over, and ventrolst Rick Layne abetting the burly in-jinks of Hank Henry and Stock Company, Lisa Starr, Marah Gates Palominos and George Redman's orch. Hotel El Cortez in the downtown sector, brought in Lynne Carter and the Cartiers for a month, and held Joe Cappo over. Carter has his Kay Thonipson & Williams Bros. impression, along with a fine Pearl Balley mime to win favor. Act is sure to strike a rich offbeat vein. And in Carter, the El Cortez is presenting a neat tongue-in-cheek bit of competition to the Sahara's Christine Jorgensen, the distinction being that Carter just never got over to Denmark, that's all.

Face Miami Nix

Miami Beach. Nov. 10
Plans of former Jewel Box
operators Danny and Doc Brown to
Install a femme impersonators
show at the Plaza Theatre in
downtown Beach sector hit a snag
this week when city council moved
to tighten the law banning suen
shows in places where liquor is
sold to include all theatrical performances. formances.

Some objections against the pro-

posed wording of Ce law is expected to be raised in that it would pected to be raised in that it would ban appearances of persons In-am-manner "not appropriate" to their sex in any "play dialogue, theatri-cal production, pantomline, stage or floor show or act." Play pro-ducers and floor show stagers are concerned with such sweeping em-brace of the wordage with its over-tone of censorship.

ROY ROGERS TO GO THATAWAY IN BRIT.

Roy Rogers has been signed by the Lew & Leslie Grade Agency to tour England starting in February. Rogers will be set in many key towns but will avoid London. He'll tour Belfast, Edinburgh, Manchester, Leeds, Blackoool, Birmingham and others, Rogers will have a unit which will include Dale Evans and, of course, his horse Trigger.

Rogers, upon his return to the U.S. will probably sign to head the World Championship Rodeo for Madison Square Garden, N. Y. and the Boston Garden. Gene Autry was the cowboy filmstar topping that Rodeo this season. Roy Rogers has been signed by the Lew & Leslie Grade Agency

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PHIL LAWRENCE and MITZI "YOUTH ON TAP"

TWIN COACHES - Pittsburgh, Pa. **Opening November 16** LOTUS CLUB — Birmingham, Ala.

BALINESE Room (Opening Nov. 26) Galveston, Tex. DIR. GENERAL ARTISTS CORP.

Nitery Demand for Names Undercuts Boycotts' Vs. Top Talent Agencies

Nitery owners are rapidly coming to the conclusion that arguments with talent agencies cannot be won as long as cafes need names. There is no record in recent years where any cafe has been able to bypass any of the big three," Music Corp. of America william Morris Agency and action of the control of the c ica. William Morris General Artists Corp.

These offices can overwhelm virtually any nitery by virtue of the fact that between them, they control most of the names—the lifeblood of a cafe in any competitive situation.

Consequently, all the talent offices virtually agree that the "boycott" by Pittsburgh nightclub operators of MCA will last only until MCA dangles a desirable performer at them. Smokey City ops agreed to avoid doing business with MCA because of a situation regarding the Ames Bros. Quartet, originally set for Andy Chakares' Horizon Room, was released so that they could play the Paramount, N.Y. With a week open, MCA set them into the Twin Coaches, which caused the boycott action.

coacnes, which caused the boycuraction.

There have been instances of other operators attempting boycotts, but all of them were shortlived. Most famous boycott in reent years, was Warner Bros. oath to bypass MCA at the height of the swing band vogue. When MCA had a band it could offer to Warners, peace was restored.

As far as staying away from any agency is concerned, nitery operators cannot afford that luxury anymore, especially since many of

MIAMI BEACH HEADQUARTERS FOR AGVA and AF of M 20% DISCOUNT TO PAID UP CARD HOLDERS LARGE PRIVATE ROOM
LARGE BATH-CLOSETS-TELEPHONE POOL & CABANA CLUB FACILITIES .. HOUR COPPER SHOP HOTEL



American Rep.: WM. MORRIS AGENCY TAVEL MARQUANI AGENCY PARIS

the top names can work in video and elsewhere. Frequently, an of-fice must go out of its way to have certain performers work in many

However, in any boycott mov ment an agency cannot benefit. Virtually any of them can be by-passed when it comes to buying lesser performers, and sometimes an office is in no position to force acts into certain niteries. Top names frequently resent being used as a wedge for the booking of small acts.

Encore Room, Chi Cafe, Folds After Two Weeks; Called Timing Error

Chicago, Nov. 10.

Chicago, Nov. 10.
Chi's newest nitery, the Encore
Room, had a fortnight's life and
shuttered last week for lack of
business. Headliner Al Morgan,
who was inked for four weeks with
options, is running off his remaining two week obligation downstairs of the Encore, in the Preview Lounge. Boniface Ralph
Mitchell called the opening of the
nitery an error in timing and the
selection of acts an error in judgment.

Room had aspired to be smart, but not so smart that it would shoo away heavy passing traffic on Randolph St. As result, half the acts suited chichi intimeries and the other half boisterous cocklail lcunges, striking a solid discord.

lcunges, striking a solid discord.

Owners intend to reopen the spot after Christmas, feeling it would be a more receptive season for a debut, but they as yet have to decide what would be best fare for the room. At present they're considering jazz bands and combos. Spot had previously been known as the Omar Room and featured rhumba bands with less than moderate results.

While Encore has failed to score

While Encore has failed to score, Curly Fishman's Crossroads is de-buting a Late Room on Nov. 16 in the face of all the doubt.

Toni Arden Into Pierre In Place of MacKenzie

Toni Arden has been booked into the Cotillion Room of the Pierre Hotel, N. Y., starting Dec. 15 as a sub for Gisele MacKenzie, origi-nally set for the dates.

Miss MacKenzie will be unable keep that commitment because concurrent booking on the ow, "Hit Parade." Schedule teleshow, "Hit Parade." Schedule for her to appear in both spots couldn't be worked out. Conse-quently, the Pierre released her from the contract. Lucile & Eddie Roberts will be on the same bill.

Spike Jones 22G, Frisco

San Francisco, Nov. 10.

Following the completion of the Spike Jones three-week run at the Curran, Frisco, legit will go dark for three week, until "New Faces" opens at the Curran on Dec. 1, Jones "Musical Insanities of 1953," went down to \$22,000 in its final week from previous nice \$26,000.

Atlantic City Storm Damage At \$1-2,000,000

Atlantic City, Nov. 10. Damage to this resort after the heavy storm of last Friday and early Sturday is estimated at between \$1.000.000 to \$2.000.000 by insurance experts still busy as more delines are filed.

tween \$1,000,000 to \$2,000,000 by insurance experts still busy as more claims are filed.

Steel Pier, big amusement spot closed for the winter, was heavily hit, its end ripped away when a buoy, weighing 600 pounds and dragging a four-ton anchor, crashed into and so weakened the piling that it was easy prey for the mountainous seas. tainous seas

The pier is almost a quarter of a mile at sea, and section lost faced the out-of-doors theatre with a platform, a tank for diving horses and two 120-loot masts for acrobatic performers, all erected this year at a cost of \$150,000, carried away.

George A. Hamid, owner and operator of the pier, said that repairs would be started immediately, and the end of the pier would be repaired by Easter. Spot is also the location of Easter surrise services, where seats accommodate some 5,000.

Singo.

The buoy, after smashing the pier's stage, moved across the stretch of water used by the diving act and smashed into the pilings supporting the stands, damaging the front of the structure. It then was driven around amid the pilings of the pier, smashing several of them to such an extent that a section of the walk along the uptown side of the pier along the side of the dance pavilion was ripped out.

Charles Gale, resort insurance adjuster, said the storm could compare with the lurricane of 1950. It at one time reached a peak with 75-mile-an-hour gales and seas which pounded the uptown section to such an extent that much of it was under water.

At the peak of the storm firements

At the peak of the storm firemen were called to battle a general alarm fire which did \$14,000 damage to the Nomad Hotel in midcity, the bar and nightclub there being badly damaged.

Big storm broke almost without warning with weather being mild enough to prevent snow, which hit other inland areas.

Miami Beach Hotels Bid for Names **Despite Early-Closing Restrictions**

Mianil Beach, Nov. 10.

Newest entry in the entertainment sweepstakes on the Beach, the huge new DiLido Hotel with 300-seater cafe; is going ahead with plans for booking in of toppers, despite difficulty in obtaining a late license allowing shows until 5 a m. Hotel's owners signed Art Gordon, booker for the Five O'Clock and Beachcomber clubs as entertainment director, who coincidentally announced bidding for best top names available. best top names available.

According to Gordon there are bids out for Jane Powell and Shel-ley Winters, as well as the Ritz

Union to Air Haymes Pitt Pullout, Town Casino Cancels Singer

Pittsburgh, Nov. 10.

Pittsburgh, Nov. 10.
Carousel, nitery owned by, Jackie Heller and his brathers, claims it was informed only 10 minutes before its opening dinner show last Monday 120 that Dick Haymes wouldn't be on hand. That's when Heller received a call from New York saying the singer had entered a hospital. Heller signed formal protests with the American Guild of Variety Artists, charging Haymes with breach of contract, and seeks to collect not only \$3.500, amount of Haymes' salary, but also expenses for advertising, etc., as well as estimated loss of revenue by the non-appearance.

First night, Vagabonds, from

appearance.

First night, Vagabonds, from Vogue Terrace, and George De-Witt, from Copa, pitched in to give Carousel a show when Heller learned Haymes was out, but Music Corp. of America couldn't come up with a name replacement for the remainder of the week so cafe brought back comedy team of Fisher and Marks to fill the date.

Meantime, Harry Albuan oner.

Fisher and Marks to fill the date,...

Meantime, Harry Altman, operator of the Town Casino, Buffalo, cancelled out the singer when Music Corp. of America declared it could not guarantee his appearance. MCA told Altman that it didn't even know where to centact the singer Inasmuch as he's no longer registered at a N. Y. hospital he's supposed to have entered last week.

Union will air charges of conduct unbecoming a member and failure to honor contractual obligations. Heller stated that he had a complete sellout for Haymes preem, and had many cancellations when singer didn't show up.

Haymes, also set for the Latin Quarter, Boston, is also likely to be cancelled inasmuch as MCA cannot guarantee his appearance at that spot either.

Bros. Names will be booked even if hotel is restricted to the pre-vailing 1 a.m. cutoff on dancing and shows for hotel spots.

and shows for hotel spots.

Hotel association members are to to meet in next two weeks to straighten out hassle on whether to apply for an extra hour extension on the ordinance, Majority of the swankeries featuring entertainment are against any such application. Situation actually involves five plusheries, the Saxony, Sans Souci, Nautilus, Casablanca and DiLido. Understood that the Saxony would like the added hour, as would the Casablanca. However group of other oceanfronters which feature one night dates, led by Lord Tarleton and Algiers are strongly against the measure, preferring the current setup.

Sans Souci, oddly enough, is go-

strongly against the measure, preferring the current setup.

Sans Souci, oddly enough, is going in for the better names for their one show nightly policy, with Carl Brisson, Mary Meade, Joyce Bryant among those being sought for season dates. Saxony has Los Chavales and Trini Reyes unit set for six-week rum and is diekering for package that would include Estelia and Allegro Quintet, among others, to tee off winter season beginning Christmas.

All swankeries feature eight-ten piece bands; budget for acts run from \$1,500 to Saxony's \$6,500 weekly. At season's height average will hit the \$2,000-\$3,000 bracket for a period of six to eight weeks. And the DiLido, being the new hotel this year, will be hitting the \$8,500 up for big names, to be marked off to promotion and publicity toward establishing the name with tourists.

SENSATIONAL DANCE ACT (THE VALENTINO WHIP) WESTERLY

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Direction:

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Just Concluded 5 WEEKS at RADIO CITY MUSIC HALL

CLIFFORD GUEST and "LESTER"

currently PARAMOUNT, New York

Thanks Beldon Katleman of El Rancho, Las Vegas, for releasing me after ten days to play Paramount, New York City. Hotel St. Regis, N. Y. Rosalind Courtright, Milt Shand Ray Bari Orchs; \$1.50 and 250 convert.

NIGHT CLUB REVIEWS

Rosalind Courtright, the sv Rosalind Courtright, the swank hotelier's singing wife who would rather chirp in competitive chichi hostelries than stay home and help flernando Courtright mind the store, is back for her seasonal stint at the Maisonette of the St. Regis.

at the Maisonette of the St. negis-Nov considerably more than a dilletante society singer, al-though as Rosalind Keith she was a professional in films, Miss Court-right bas developed considerably with each successive season. She knows low to mix up the ballads knows low to mix up the ballads each successive scason.

Is how to mix up the ballads
the "sophisticated" lyrics—
s boite slang for saucy songs
olysyllable words—and regisa neat score all the way,
n "Mad Mad World" to a ree-Kinsey ditty, "Mother, Take m"Mad Mad World" to a rese-Kimsey ditty, "Mother, Takese of Your Little Boy," she comold attention, capably backed by
expert Milt Shaw ensemble,
come Tax," a holdover, is a
d lyric, and she seasons ber
pertoire with an "India" num", "Boom," "Magnifique" and
then Your Meet a Man," a good
w ballad. She's attractive in
r brown ensemble.

Reiterating the show biz adage

Reiterating the show biz adage at there's nothing more perma-ent than change, and the more ey change the more they remain nent than change, and the more hey change the more they remain he same, this is open-season on leurs-pour-madame. The baskets of posles across the footlights went with any "single" woman's date at he Palsee in former years. After blackout of some seasons, the blackout of some seasons, the classistros and hotel rooms now have evived the flowers-on-the-floor bit. Miss Courtright was not without her floral tributes on her preem.

recent.

Per usual, otherwise, Shaw's ingy danapators do their stuff in inptop style, both for show and the hoofing customers, and the Ray Bari ensemble is a good new Abel.

Abel. hef combination.

Colony & Astor, London

Deep River Boys (4), Felia King & Don Carlos Orchs; \$5

There are few acts which can come back for return engagements in West End cafes and enjoy a mounting success, but this is the experience enjoyed by the Deep River Boys who are now Infilling their third engagement at this lush Berkeley Square spot. And the returns are better than ever with the audience clamoring almost in Palladoun tashion for more and more lodium fashion for more and more

adium fashion for more and more. Doubling with their assignment at the current Palladium revue, The Deep River Boys have some of the best musical arrangements heard in these parts, giving a tresh and lively veneer to the pops and tandards that form the major art of their act. The quartet have polished line in harmony vocals thich evokes pronounced enstomer almi-oniting at the close of each number.

number.

Sook with little new other than the reatment. Their bow-on number. Halleluja Day," is followed by the urrent hit parade tune, "I Believe," which, in turn, is succeeded "Halleluja Day," is followed by the current hit parade tune, "I Believe," which, in turn, is succeeded by a line of standard faves such as "Shadrack," "Old Man River," "Lady Be Good" and "Night and Day," For a change in tempo and style they give out merrily with "Get Up Timen Stairs Mademoisselle" and close in fine style with their version of "The Whiffenpoof Song."

With their regular accompanist plus the Felix King combo, the quartet is given quality backgrounding.

Myro,

Billy Gray's, L. A.

Los Angeles, Nov. 3.
Rose Marie; Lenny Kent; Del
nbio Sisters (3); Larry Green
rio, \$3 winimum.

The usual letdown that the Band Box experiences when the "home-town" crew of Billy Gray, Patti Moore & Ben Lessy takes to the road won't be in evidence with this new lavout. This show rates with the best ever offered at this o'dthe best ever off Hollywood bistro.

llywood bistro.

Rose Marie and Lenny Kent or top billing and they're not by excellent by themselves, but we team to provide some fine a comedy dimensions. It's strictior local consumption at the month but they could easily be dejored into a topnotch team toy circuit. Here, their takeoff, on ore & Lessy provides a howling sh to the show.

This is Rose Marie's first time at the Band Box, but she easily wins herself a niche in the spot's rotating tident policy. She knows all the tricks of getting and holding usual. Pearl Chuston is now on the tricks of getting and holding usual. Pearl Chuston is now on the tricks of getting and holding usual. Pearl Chuston is now on the trick of the tricks of getting and holding usual. Pearl Chuston is now on the trick of the major to the song. She doesn't use the mike for effect either. She stands the same that the song the major to the song. She doesn't use the mike for effect either. She stands the same the tricks of getting and holding usual. Pearl Chuston is now on the trick of the control to the major to the song. She doesn't use the mike for effect either. She stands the same the tricks of getting and holding usual. Pearl Chuston is now on the major to the maj

some fine stuff, from the "3-D's a Pain in the Eyes to Me" to the trademarked "Butcher Boy." She's also atop the piano awhile to kid around with auch items as "Be Mine" and "Blue Heaven" for constant response.

Kent has never showed to better advantage locally than he does this time out. Some fine new material and the spicing of the old stuff with new dialog keeps him hot almost constantly, although one bit. A Rodgers & Hammerstein takeoff, is too dull and should be dropped. He's solid on his Billy Daniels and Jack Cole takeoffs, reprises his "Texan" for good results and garners continual titters with some new throwaway asides.

Del Rubio Sisters, triplets, open

new throwaway asides.

Del Rubio Sisters, triplets, open with a songalog that's a trifle on the long side for this room. They're rhythnic enough and they make good use of such tunes as "Manhattan" and "New Orleans," but this room is so closely identified with comedies that a straight song act hos it rough.

Larry Green is on the road with Gray, Moore & Lessy but his trionhetted by a fillin planist, is on hand to provide the usual factshow backing.

Kap,

Baker Hotel, Dallas

Jinnny McHugh Troupe, with Eve Marley, Dinne Jergens, Helene Stanton, Benerly Richards and Matty Mulneck; Bob Kirk Orch (11); \$1-\$1.50 cover.

Veteran composer Jimmy Mc-Hugh's nitery show has prime requisites for top bistro fare; he has 'enr with hit tunes and a quartet of lookers with talented voices. With a responsive near-capacity house at the Monday (2) opening, the 16-inght Mural Room stand should build a hefty b.o.

Lyrical ponorama embraces all or part of 20 McHugh pennings in 60 minutes, with the well-stacked distaff foursome on and off with every costume changes. Beverly Riesards, auburn haired soprano, takes good care of ballads in the 25-year tune span of McHugh works, and adds the wartime serloso, 'Wing and a Prayer.' Titlan Helene Stanton, sexily sheathed in black, warms the room with 'I Can't Give You Anything But Love,' and 'Tm in the Mood for Love.'

Pert blonde Diane Jergens rips off six charges one in sexilos.

Pert blonde Diane Jergens rips off six choruses, one in oatune style, and sheds to brief covering for a too-short tap sesh. Dimpled canary leads payees into a singsong for audience meld.

song for audience meld.

Jet-tressed Eve Marley adds low-down blues and sultry tones to her stint, including a Billy Daniels impression. Aided by lots of body English and skin-tight yellow toreador costume, she pulls heavy mitting with torrid "Trinidad" lyrics to wrap up the show.

Composer's 88'ing and emcee chores are okay and not too time consuming. However, with all girls onstage in closing portion, palming by the standby trio appears to be an audience milking for the working girl's efforts and could be omitted. Show pulls enough on its own.

own.
Matty Malneck, conductor for
Melligh, leads the Kirk band for
top bocking. Latter, winding here
with the current show, still proces
a fave with terp fans.

Bark.

Gatineau Club, Ottawa

Ottawa, Nov. 3.

Bill Kenny & Ink Spots (4),
Nancy & Michael Mann, Bill Kelly,
Harry Pory Orch (8); 75c-\$1 Sat.

Showing considerable progress in showmanship from last time here, Bill Kenny sets his Ink solid-ly on the Gatineau Country Club's ny on the Gatheau Country Club's big floor and proceeds to gobble practically unending palmslaps for nearly 30 minutes each show. The current Spots lineup is socko, with Adriel McDonald handling the bass gob-type lyrics and playing cello intilfiddle style. Jimmy Canady on baritone chanting and guitar, Bernie Mackey on guitar rhythm backing, and pianist Fletcher Smith on bandstand 88s. Disclicks are used effectively but customers would have accepted anything the boys offered the night caught. Standout tunes include You're Smilling." "We Three." "When you're Smilling." "We Three." "When You're Canady's warbling of "Dou'l Get Around Much Any More" (chances group's begoff reception. floor and proceeds

More" enhances group's begoff reception.

Billy Kelly emees show, plus soloing with cheko comedy high-lighted by a boy-girl saga in pop song titles and impresh of British radio airing of ring fight. Nancy & Michael Mann garner solid response with their tango, polka and other in terps stint.

Harry Pozy band is standout as usual. Pearl Chuston is now on the longes keyboard-chant garzus.

Edgewater Beach, Chi

Carl Brisson, Cappella & Patricia, Dorothy Hild Dancers (6), Skinnay Ennis Orch (12); \$3.50 minimum, \$1 cover.

Emils Orch (12); \$3.50 minimum, \$1 cover.

Carl Brisson and his trademarks—cane, tie, tails, topper, white gardenia, songbag and plenty of showman savvy—returned to the Marine Room Friday 16) after an II-month absence. From the size of the first-show crowd that packed the big room, the debonair gent had been away too long. And he'll keep'em coming during the whole of his four-week stay.

His affable byplay with the ringsiders and his some-new, some-old song collection make Brisson a natural for this northside hotel with its mom's-night-out clientele. With the Cappella & Patricia terpido out of the opener because of a tehearsal injury suffered by the diners yelling for more. He spices his patter-ditty session with just enough of the discreet risque to lend a touch of suphistication to the proceedings. The just-short-of-shocking material goes over okay but, of course, 12's the Brisson identities such as "With These Hands", "I Belleve" and "While the Angelus Is Playing" that fetch the big response. Likewise, the opening medley of Frank Loesser tunes from "Hans Christian Andersen" hit home hard.

All in all, it's a smartly tooled routine calculated to whin favor

Christian Andersen" hit home hard.

All in all, it's a smartly tooled routine calculated to win favor with the bitocal and girdle set.

The Dorothy Hild dancers warm up the spotlights with a fetching Parisian number that sets the proper continental flavor for the beadliner.

Skinnay Ennis and band support the show neatly and their library of standards reminiscence of the Hal Kemp book of the 30's keep the dance floor packed betweentimes.

Dave,

Le Carroll's. Paris

Parls, Nov. 1.
Tony & Eddic, Noclie Norman,
Marya Llergo, Cuban Pett Orch
19: \$3 minimum.

Maryn Llergo, Cuban Pett Orch

19: \$3 minimum.

This pop boite, which garners
the young carriage set and U. S.
show biz people, is shochorning
them in for the Tony & Eddie
stint. Though this duo has to
thread their way through extra
tables for their scurryings betwixt
prop room and podium, they never
miss a beat, and their hep disk
taimeries are top calibre with belly
tocks and mitting to prove it.

The have played Paris and the
hinterlands for eight months now,
and this U. S. team has gauged
the part—of their rep which is
strongest with the French clientele. Their unlnhibited mugging,
taminess and inventiveness brings
this platter matter to high comic
point Buys essay Crosby and Martin in their "Walt Till The Sun
Shines Nelly" for fine results, and
then into another good parody
with Ezio Pinza and Mary Martin
the victims. Their takcoff on an
talo aria, serving as a background
tor two dames in a hairdresser's,
is a high point of timing and
comic feeling. "Jezebel" In eerle
macabre style and "O! McDonald"
end this for a begotf.

Noelle Norman glves with a
dramatico diseuse—routine bun
terial to make a more balanced
stint. She has an overdose of love,
and dramatico ballads which needs

to make a more l She has an overdose and dramatico ballads which needs some leavening, Marga Llergo ends show on a dynamic Mexican song show on a dynamic spree backed by a backed by a good c which makes her in mitting. Cuban Pett heavy mitting. Cuban Pett of delivers fine latino dance music Mosk

New Golden, Reno

June Valli, Wilder Bros., Lois Ran, Golden Girls, Sterling Young Orch; no cover or minimum.

Sooner or later, every singer who's had a hit record will play the New Golden. The policy of beadlining record names has been doing good hiz here since Rosemary. Clooney's three-hits-at-once, and Pezgy Lee's "Lover." Now the clib will cash in on June Valli's "Cyving in the Chapel" and a comer, "Don't Forget to Write," for the next two week.

Miss Valli is in the refreshing category of singer-sans-gimmick. Execut for her ability to slide quickly from crescendo to sigh, on the same note, she delivers a song

the same note, she delivers a song stroight. That's her "Hit Parade" training where the singer is sec-

She even manages a serene smile in what seems to be difficult pas-

sages.
She begins brightly with "Love Every Moment You Live." "You, You, You" comes through as a croon—and then she torches "What Is This Thing Called Love," one of the most impressive in her repeated.

is This Thing Called Love," one of the most impressive in her repertoire.

A medley of "Cheatin' Heart," "Pretend," and "I Believe," is all in slow tempo with emotion. A misty-eyed look is real nice in this vein. Two hits, "Write," and "Chapel" wind up the concert. Accompanist Fred Stammer works cooly, for fine support.

The Wilder Bros, are a sleeper act, not only loaded with original stuff, but accomplished in the departments of singing, playing saxes and comedy. Singing is energetic but precision action is not over expanded. Almost every number is dressed with good eye or car trick. A uke number ends with the ukes held up to support animated black faces for cute takeoff on "Ink Spots," "Holiday for Strings." a splendid sax trio, winds as their hands begin to snake in and our around each other's instruments, with an extra hand always delicately moving a bank note from one pocket to another. Bit ends with all three operating other saxes but still blowing on their own. The trick never overshadows fine saxinging number building for big sound and rhythm. Most unusual of trio's numbers is a round, which has them seated. They sing and animate "Keep Moving" which gets more complicated as it concludes. There's not a dull second while these three are in action.

Opening the hour show, Lois Ray taps prettily through varied tempos and gets full attention with ther figure. Her "Audition," a story she dances through, is a little nebulous, but nobody particularly minds.

minds.
Golden Girls get the show rolling beginning lu streetwear and concluding in brief black lace.
Mark,

Augelo's, Omaha Omaha, Nov. 3. Page Cavanagh Trio (3);

Page Cavanagh and his alds, Dave Porrazzo (guitar) and Jack Smalley (bass), are back for their annual visit—this time featuring comedy-jammed sets that make the boys more popular than ever.

Minus a gal vocalist for the first time in three years, the trio is cutting up with new, fresh bits that are real yock-getters. Smalley, a tall, gannt youth, is particularly outstanding with his innings.

At the show caught last week, trio opened its half-hour set by spoofing "Moulin Rouge," "In Love With You," and "I Love Paris" to big hands. Even when the boys were poking fun at the pieces, it came out superb music.

A serious "Midnight Sun," with impressive lighting effect, was followed by "April in Paris, Texas" that drew howls. Then they came through with their latest disks, "Hot Dog" (Coral) and "Get a Load of That Crazy Walk" (Hub).

Latter, panning la Monroe, is a topnotch tune and could catch on to big results. It's even better whea Cavanagh gives it the sight treatment and is a true showstopper. Biz is very good.

Ritz Carlion. Montreal

Ritz Carlton, Montreal

Montreal, Oct. 31. mrn Sani, Johnny Gallant, Settano Trio; \$1-\$1.50 cover.

As a change of pace from the usual Franco-American chanteuse so popular in the Ritz Cafe, the management brings in Amru Sani, a sultry. Hindu-type songstress for a solid reception. Miss Sani, gowned in a Parisian-styled sari, has the americance of a chantotsie has the appearance of a chantootsie from the Far East, but her songalog of current pops belies any of the expected East Indian touches et al.

the expected East Indian touches, et al.

Just about her best offering on night caught was her interpretation of "Maladie d'Amour," which registered in all corners despite the rather hoked-up rhumba rhythms she worked into the song, "Bolero" and "Song from Moulin Rouge" drew nicely and what Miss Sanl tacks in overall showmanship she more than makes up for with her warm personality, which clicked with patrons on all counts. However, more care is needed in her choice of songs. A few off-beat numbers of almost-straight Indian extraction would boost immeasurably the exotic atmosphereshe has already started with both her name and costuming.

Johnny Gallant at the piano handles the fancy arrangements for Miss Sani in okay fashion and takes over during interlude monnents from the Settade trio.

**Note Service Service

Black Orchid, Chi

Chicago, Nov. 3
Three Riffs, Charles Carts, Lin
Shannon, Ken Sweet Trio; \$4 mm.

For the next three weeks this in-timate room shows off one of the best paced and most diversified bills it has had in months. House won't be jammed, however, unless word-of-mouth gets hot, since none of these acts has any particular name value around here.

of these acts has any particular name value around here.

The breezy song satires of the Three Riffs are brought to Chi for the theory of the Riffs are brought to Chi for the first time, and the opening-night spenders bought their kind of tasteful mockery wholesale. The boys have keen show sense and a concise delivery, never overdoing a spoof and medulating their voices to keep from blasting in the room.

Wearing absurd strawhats for walkon, they dish up a lightly humorous "Jambalaya" and build to riotous moments later in impressions of Ink Spots, Billy Daniels, Al Jolson, Cab Calloway and Louis Armstrong. Trio rocks stomps and slaps hands for a revival-style "Amen," and finishes in a tlush of applause with "We Love You Truly" specialty that has them engaged in soft shoe drollery.

Bewildering card tricks of Charles Carts are perfect for the intimery, which has been finding suitable novelty acts hard to come by, and the youthful Frenchman has the audience intrigued and delighted throughout. He works with

suitable novelty acts hard to come by, and the youthful Frenchman has the audience intrigued and de-lighted throughout. He works with the nearby tables, guessing whole groups of cards and making his game more and more complicated as he proceeds, accompanying his nimble fingers with endless, witty chatter. chatter.
Linda Shannon, attractive thrush

Linda Shannon, attractive thrush in the opening spot, weakens her good set of pipes, which is capable of all the intimate nuances, by overstylizing. Too, she needs more distinctive material, since "Speak Low," "Moulin Rouge" and "Sorrento," constituting the bulk of her songalog, have been sold over and work again. songalog, h over again.

over again.

Pianist Rudy Kerpayas is a brilliant showbacker, working with Jim Alton at the bass, and Ken Sweet plays the intermission keyboard.

Les.

Chez Gilles. Paris

Paris, Nov. 6.
Odotte Laure, Gilles & Albert
Urfer, Maria Remusat, Jacques
Duby & Hubert Dechamps, Les
Faux Freres (2), Suzanne Gabrie,
lo, Michel Serrault, Jean Poiret,
Danielle Rocca, Nita St.-Peyron,
Jacques Legras, Pierre Preboist,
Jean Desta, Robert Valentino; So
minimum. minimum.

Boite is a combo catery, chansonnier cabaret which trots out a myriad of acts from 10 p.m. to 2 a.m. Gilles likes to try new talent and most of the show is comprised of neophytes spleed with a handful of oldtimers to give the show body. Ploce altracts mostly the Gallic set with this not a very interesting nitery for tourists due to the lingo barrier. Chentele is tolerant of the new acts though many are not ready for the blg time.

Show starts with Suzanne Gabriello, a full-bodied, neat-looking girl whose diseuse tactics still lack a verve and authority. Her choice of songs also needs heightening before she can be an acceptable

a verve and authority. Her choice of songs also needs heightening before she can be an acceptable professional entry. Next up are Les Faux Freres who combine the traits of the better offbeat choral groups, but lack a personal approach and still need the timing and appeal to make this of interest. They sport a cello and guitar to accomp the offbeat Leit Bank ballads and poems.

Maria Ramusat closes the begin-

accomp the offbeat Left Bank ballads and poems.

Maria Ramusat closes the beginners half with a song-terp stint that has her in black tights dancing an accomp to her songs. Though idea is good. Miss Ramusat needs a change to a better costume and repertory. Her English "Ain't Necessarily So" points to the route she should take. Boniface Gilles takes over for a good song turn with Alber Urfer on the piano. He also delivers jokes with telling effect to make this a crowd pleaser. Odette Laure hits with a fine songalog utilizing knowhow and a reedy voice that holds and pleases the and the Netselling that the by Michael Servault and Jean Poiret on "A Frenchman is thereduring the Coronation and this yockfull offering benefits from witty scripting and the deft characterizations of Jean Poiret as an effulgent French diplomat and Michel Serrault as an agitated but dim interviewer.

Charley Foy's, L. A.

Los Angeles, Nov. 4.
Maxie Rosenbloom, Jimmy Ames,
nariey Foy, Sue & Lou Smith, Sidelds, Mary Foy, Margaret Padula,
bby Brown's Orch 43); \$2-\$2.50

One of the few ex-pugs that made good as a comic, Maxie Rosenploom is back in his old haunts and that's a sign of good times for harley Foy's wayside inn valleytards from Hollywood. The droll unster with the quaint style might well be likened to Jack Benny in the ten just stand and say nothing and whomp up more angles than a comic knocking himthing and whomp up more

fout.

Maxie's talents are peculiarly lord for this clientele, which is out of the nearby hills and the flats in a vicinage heavily pulated by show people. He's them and they break up at his ics like RFD'ers do at Abbott Costello. No mental giant from appearances, Maxie nonetheless in handle himself with the more ditte gentry. When the hecklers after him on his opener. Maxie

all appearances, Maxie nonetheless can handle himself with the more regulate gentry. When the hecklers got after him on his opener, Maxie souched them with, "everybody who ain't working is heckling me."

It's when Maxie does his take-off on Harry Richman or playing Roaco in costume) to a dame in the balcony that the sitters how. His monolog is what the grand dames would cail "precious." Talking about his former stage partner. Max Bacr, he said that "you could see him fight if you got there carly enough." He sings a little, hoofs a bit but it's when he's being patsied that the laughs roll. Sid Fields, a topflight straight man, gets him so involved in harmless repartee that nothing makes sense and Maxie taxies out of it while the customers are still doubled up. To say that Maxie is for show folks alone is not altogether accurate. The non-pro, with a few slugs on board, can have the time of his life.

Jimmy Ames, a rotund comic with a violent flair for slapping at people with a bar towel, tits well into this environment and caught enough laughs of his own to round out an evening of unbridled hilarity.

For the saner moments are the smith Sisters, a brace of long stemmed damsels with a good har-

For the saner moments are the Smith Sisters, a brace of long stemmed damsels with a good harmony style; Charley & Mary Foy in nostalgic song-and-dance bit; Margaret Padula, the sentimental songistress at the piano, long a favorite here, and Abby Brown's instrumental trio.

Colony Club, Dallas

Vel Torme, with Al Pellegrini; Carol Williams, Bill Tieber Orch 6; \$2 cover.

Mel Torme's sock return last night (6): \$2 cover.

Mel Torme's sock return last night (6) to this intimery augurs good big for the two-anight shows, and owner-op Abe Weinstein may see the blond crooner, in this nine-night stand, top his January record bo, stint for 18 shows.

Parading eight tunes in a smash 40-minute seeh, Torme scores early with "No Other Love." Miming Perry Como, Billy Eckstine and Lautatz Melchior in "Blue Moor" versions builds into "Birth of the Blues" for top response. Castri blug for his Coral etchings leads to his own wk. tune. "Stranger in Town" and "St. Louis Blues." Connedies, increased over his previous date, are well received, especially his banter with payees and lagging of his 88 accomp, Al Pellegrini. Latter, with clainet, joins Torme, on drums, for a Benny Goodunan-Gene Krupa forrid take-off on "Sing Sing," with hot support by house orch. Frenzied Sys-minute skinbeating by Torme has the joint Jumping in a panexy-tree of the street of the control of the support of

completely original. And it is all adroitly designed to match his personality which projects with a warm exuberance. His lyries, with a strict accent on comedy, are good specimens of satire and occasionally his punch lines pack a hefty wallop.

The one basic departure from originality is in his opener which, like so many others, poses the problem of how to begin an act. His "Opening Number Blues" is a better than average solution with a measure of lively wit. Once he resolves the question, Hewett gets firmly into his stride with a succession of laughter provoking lyries. Best of his 10 numbers are "Don't Send Me There." the lament of a GI about to be sent back to Britain; "I'm Wild About Arson," and "The Guardsman's Pater." There was also a strong payoff switch to "My Love Flew Out of the Window," which started as a ballad and closed to strong yocks.

Performer was handsomely accompanied and the two resident

Performer was handsomely companied and the two reshousebands did a standard with the terping.

Eddys', K. C.

Kansas City, Nov. 3,

Dornan Bros. 12), Bud & Cece
Robinson, Tony DiPardo Orch
(8); \$1 cover.

Setting Dornan Bros. duo in Setting Dornan Bros, duo in 'ne Eddys' establishment is a considerable change of pace, unusually flavored comedy being offered in place of the line of name songhirds in recently. It's a wide range of fun the brothers come up with, and coupled with the excellent terp'ng of the Robinsons makes for a show which draws hearty response throughout.

which draws hearty response throughout.

Youngsters Bud & Ceee Robinson romp with a considerable verve through four numbers, playing their opening Charleston fairly straight, and giving a comedy flavor from there on. They switch to softened they burlesque the college couple with "I'm Stepping Out with My Baby," Ceee taking a vocal chorus to round out their work.

Dornans virtually dely formula in their turn, but somewbat loosely

to round out their work.

Dornans virtually defy formula in their turn, but somewhat loosely intersperse some audience participation bits between their minings of spoofery. Charley at the mike is pivotal man of the turn, rolling out some light-veined monology with interludes of working the audience into the act. They take it straight with some original verses to "Oid Time Religion" and Leo contributes open voice falsetto work along with his singing.

Bill sums as another in recent series of which have carried label of well-paced entertainment. Tony DiPardo and crew back with their usual knowbow and provide the popular dansapation for the customers' thoor work.

Quin.

Eve. Paris

Reac Bardy presents "Scandale A Eve," revue in two parts by Mac Revol, Jean Varc, drected by Revol; costumes, Erte; choreoaraphy Bernard Hall; with Gny Marcesse, Claude Castaing, Jacqueline Comte, Lacky, Pontoise Famous Girls (10), Max Revol Brantes (10), Denise Dac, Baby Sernge, Benoirte Lab, Raymond Zavy, St.50 cover.

St.50 corer.

The new yearly show at thispigalle spot is long on flesh and short on fantasy. This sister hore of the hish Noueville Eve is helow it in opatience but above the other fleshpots in the district in prescritation. That is just the trousle with the present show, which has mixed in too much French chansonnier and Left Bank parodies and skits which are out of place in a club which is primarily tourist in appeal. This may be a comeon far the French provincials but it will make the foreign tourist unhappy. There is a plethora of nudism io make up for this, but even this is so prevalent that it mars the appeal of a well-used nude turn.

Show has the usual format in a skit, production number and a single interspeeced throughout. Show The new yearly show at this papers and targeng of his 88 account, Al Peller and Latter, with payers and targeng of his 88 account of the hish Noueville Eve is helow it options of the hish Noueville Eve is helow it options of the hish Noueville Eve is helow it options. The new yearly show at this part of the hish Noueville Eve is helow it options. The new yearly show at this part of the hish Noueville Eve is helow it options. The new yearly show at this part of the hish Noueville Eve is helow it options. The new yearly show at this part of the hish Noueville Eve is helow it options. The hish Noueville Eve is helow it options. The new yearly show at this part of the hish Noueville Eve is helow it options. The hish Noueville Eve is helow it options that he present show, which his some the show has the trouble with the present show, which his part is part to present show, which his some the part is present show, which his some the part is present show, which his some the present show, which his part is present show, which his

VARIETY Hotel Roosevelt, N. O.

New Orleans, Nov. 3.
Chuck Foster Orch (14); Lake
Otarl, Square Domers (14); Cha
Ber Huang, Dolores Marsha
Tomoga Duciels; \$2.50 minimus

Current layout is pleasingly com-pounded of dance, song and music that should sit well with the fam-ily element that trequents the Blue Room here.

Room here.

Chuck Foster and his smooth orch repeat the lavorable impression created here on previous appearances. He skillfully avoids the pitfalls of the novelty effect and many arrancements and confines his musical menu to pop taves, new and oldies, and zingy Latino chythms. His times are dished out with unmistakable clarity, always easy on the cars and tempting to dancers.

Maestra who plays a hot clarinet hes ides fronting crew is a person-

Maestra who plays a hot clari-hesides fronting crew is a pers-able chap with a warm sood nat-which he shares with tablehold The vocal department is in canable hands of Dulores Marsh which he shares with tableholders. The vocal department is in the capable hands of Dolores Marshall, looker with nice pipes, and Tommy Daniels, who also doubles as violinist in the show.

The acts mesh merrily to form an entertaining bill.

an entertaining bill.

Headlining are the take Of The
Ozerk Square Dancers. This hillbilly birn is officed for intery fare
here, but were enthusiastically recrived opening night,

Group captured fancy of payees with their "Raffleshake Shake," "Scaling The Wall" and pigeon wing, backstep and shuftle rousines. An added treat is the act's six-piece hillbilly symphony." The sextet dishes out some hot tunes like "Orance Blasson Special" and "No Help Wanted," with emohasis on the steel unitar and bass fiddle, Calter for the dancers, Spurg Atwill, also demonstrates some detl terpistics.

will, also demonstrates terpistics.

Cham Ber Huang, Chinese-American harmonica wizard, displays proficiency and tinesse, turning out such mumbers as "Slaughter On 10th Avenue" and "Vendetta" expertly. The orghestra needs toning down when Huang's onstage.

Miss. Marshall impresses with her singing of "Great Day" and the novelty time, "Take Me Hume."

Lint.

Montmartre, Havana

Havana, Nov. 1.
Roseido Bosell, Newey & Ro-bendo, Bola dy Nove, Bene Cabel, Sonia Calero, Rent Diaz, Alberto Aloneo Ballet; Esteban Antonez and Cosson de la Plaga Orchs; \$4 erioquasa at taldes.

Montmartre has eleverly capital-lized on the publicity given to Christine, Jorgensen's recent appearance at the Tripicana, by nulding its show around Jorgensen's life. This is the only elever time about the show teadled "The Transformation"), since it is one of the silliest ever staged hereabouts. And those are kind words about what is basically nothing but a series of jukes and anties not inflike those neurally scrawled on hack walls. The entities show is in Spanish, but any stray fourists who wander in will have no difficulty understanding the eleminate, obserie gestings. Playing the part of Cristina" is Rosendo Rosell, who seems to be one person who enjoyets. Montmartre has eleverly tie of Albrito Alonso's Ballet

ble arranger-composer Ted Granya at the piano, establishes herself here as an arresting blonde blessed with looks, figure and well-trained pipes, whose savvy for selling adsorts of numbers should spell local success. In a clinging silvery reastion that increases the optic slength, she warbles about hwe helts over show soings and even segmention a trio of French melodies, because she carries off her tring side table visit so well and gives it a new twist and because her coasing of enistomers into joining serin soing has a ring of sincernty, die hackneyed business registers.

Johnny O'Brien, a seconnely homespin kind of give but won spicy patter that helps his apparent unsophistication finds trine enough between his humorous verbal sallies, to blow of a let of the remain her transition for the second his familiar tradefinack of Ttb Possible continues to explode voices atop the funnyhore accounts. As on previous occasions here her finishes a heavy-pounding and be goots.

Olts.

Don McGrane and his occhestlawlessly back up the Show, play for customers stepping.

Percentage.

Sans Souci. Miami R'el-liami Beach Nov 7 Arthur Blake, Nacows Oath, An Rerman Dincere, 52

Arthur Blake can write his ticket in this hostel, having in all of up top hoxoffice returns with his frequent engagements in the Blue. frequent engagements in the Blue. Sails Room. Currently Fe's action working to sellouts with his his following coming in droves to see his cavaleace of impression. There's additional insurance of their dropping in at least type to see his act, what with presentation at one part "Movies Are Exter Than Ever" fore night and "Move, Tussands Wax Vocks" on the second. Sequences, othered by encore requests time well over 50 minutes each.

one. Sequences, missed any encourrecursts tim well over 30 minuteeach.

Opening might he 531 mo he
film parade and as an acceptable
ideas in the steeping with a set
piece placed in front of orch play
apid recording of his netters to
the characters and mood nesses to
heighten effect. Gry sign min is to
timpressionist, with it a well year
straight actor. Carbonius of
straight actor. Carbonius of
straight actor. Lauchton, due
Ferrer as Lautere Bette D. v.
Berbara Stamyvek James Sossial.
Tal ulah Bankhead and Group
Swanson come startfurth a live
with material a shreved pattern of
dramatic as well as construction concedy
that brines he work must be comedy
that brines he work must be comedy
that brines he work must be comfellowing night saw the layour
of historical characters out of Pest
ish history with Henry the VIII
altering a count which convening
dialog and personaers are built.

Ann Herman and her dances,
pen show per minal wells for

Ann Herman and her dancer open show per fishel with factor Latin exhibitions. Sacaras and be orch showback in an e-pett man

Mapes Skyroom, Reno

Reno Nov 5 Delta Rhythin Bon Jacka Fan nov. Mapes Skylettes Eddle Fe patral. Orch, no view or is es

Albany, Nov. 8.
Earl Wrightson, Don Weisundler
Phyllis Gehr.g., John Costos
rch (74) 82 50 minimum. & Pl Orch

Orch (7): \$2.50 minimum.

The class Empire Room of Ten Eyek Hotel, reopened by Schine regentalization for floor shows after an 18-month lapse, hit a quality note with the bill headed by bartone Earl Wrightson. Like other shows booked for Friday and Saturday 46-71 presentation, this was not an extensive one, but packed distinctive clean entertainment in a 35-minute schedule.

Saturday attendance reached overflow proportions, encouraging manager George B. Chelins, Jr., to believe he flad the core of a saund, successful pulicy. A \$2.50 minimum dinner to 49 p.m. and a la carte thereafter—is not small for album in the Frapire Room has the location and the class to warrant it.

Wrightson, familiar to radio and brussion achonees, displayed the linest-tone that has been heard on

and the class to warfant it.

Wrightson, familiar to radio and television at diences, displayed the linests once that has been heard on a local floor in soancime. He used a repertorie of familiar standards, winning the diners with a resonant store. Were most stated rathers formally with "Come and Get. It Dry." but cas d into a more infimated mood with a romantic hallad and waitly medley in Emilish, French, and Halian. Top waltz marker, in wach fablers enthusively moned, was, "When Irish eyes. Are: Sonting." Wrightson of princed with the incorphone to sing. "Sourento." He handled patter gracefully. Wrightson will play Schare's exclusive back Radon Clob near Manni, later.

Wer miller & Gebrig, who have appeared in "Theh Button Shoes," see ed wall ballroom acrobide and sature danesing, frontine inclinded Tantasy of Love," silent thin sporting, a country dance and a Charleston. Last maned drew here year and banders.

When rough spots er aron and barance—are smootherd. Empire Room should roll in high doseph, or San, top i Raceway, ares as in their

Liberty's, Paris

Therefore presents some of 39.
Therefore presents some of Northerest Let John France its some of Northere with John Markey, Jesus Romonal, Cosme Very Present Joyne Romonal, Come Correst, Gibert Leward, Jacke Rollon, Jacques, Arestra, Charles, Jacques, Arestra, Charles, Jacques, Arestra, Charles, Sanden, Sande

with an including series of acts and sactifies that neskes for at estremely enjoyable elemne. For

and sarbles that makes for an extremely enjoyable evenine. Food sharts at mine and how at 10 and runs through a until 2 a m. Alo the comers can but the result of necessary Chinate of Cub. Is a bit too Paerian for the orinina, formal for the comman for the orinina. Formal who does not have a mattering of the care. This days the cartakees of and is verifial polyce to those section for said they completely Galbe intervaling observed the completely Galbe intervaling observed the completely Galbe intervaling observed the completely Galbe intervaling observed they are for the completely as only to make the completely said the second has noted to the make the conference of the

Service suffers at time 1st nobody nomes.

Toppers are the bott many of Mich Michell and the missing of Mich Michell and the missing of Mich Michell and the missing of Michell and Clande Vega. Jes Michell as a gain type with a wain, parsonality and miderlining of her hopelity street and love halflads that makes for a standood, Raymond does a solid takent on the chain singers with fine funny tyricy and a merciles cope mer divises to make this a heavy matter. Vega is more the incanny myne, whose perfection is the appeal.

Gibert Berand adds a firsh once and presence to his boosterons songs but still needs forming and style. Fernine success Equile te Rothi and Janine Charle are the whyp Parislan types who do not have the glow and insquences, for more direct appeal but are acceptable here. Purply Gellie finisters Pierre Repp with a double-tak routine, and Jacques Mestra, with a fine roster of stories, wind policies.

Bloom Joins MCA

Harry Bloom, who until recently conducted a talent agency in Paris, has joined the Music Corp. of America office in New York.

He'll work in the personal ap

RENO, NEVADA

HAVANA

! Lois Itay

Golden Girls

Golden Girls
Sterling Young Orc
Rivers'de
Anna Maria
Alberghetti
Wiere Bros.
Starlets
Belly Holt
Bill Clifford Orc

VARIETY BILLS

is in connection with bills below indicate opening day of show whether full or split week prentheses indicates circuit (I) Independent; (L) Loew; (M) Mossz Paramount; (R) RKO; (S) Stoll; (T) Tivoli; (W) Warner

NEW YORK CITY Music Hall (I) II Rudy Cardenas Radells Chislaine Deleu Layne Hornsby Varganis Rich Brunbidt: Roque Doris White Eric Hutson Hall Norman William Upshaw Rockettes Carps de Ballet Sym Orc

Palace (R:11 idsmith Bros ine Browning Gaudsmith Bros
Elaine Browning
Cy. Reeves
Estrellita & Raul
Yokai Tp
Ebonaires
Valitia & Aldina
Paramount (P) 11
Ames Bros
Pupi Campo Ore
Cliffurd Guest
Penjo Bros

AUSTRALIA

MELBOURNE

MELBOURNE Tivoli (9) H Sieman & Archie Daresco 3 Lowe & Ladd Charley Wood Co Frank Cook Susan Jean Rentia Kramer Rentia Kramer Cleudine Cheret Claddells Show Girls Nudes

BRITAIN

BIRMINGHAM
Hippodrome (M) 9
Vic Oliver
Svivia Campbell
B & A Peusson
Clavton & Ward
Arthur Worskey
BlackPool
Place (I) Place (I) Place
Hicker
Adam Hros
Arabell & Carlson
Carren Coostal
Les Myxims Leicester Palace (5) 9 Tony Brent Walter Niblo Eddie Arnold Hayden & Day Bolibie Collins Brian Andro Manz & Chico Silvestri Co Dunn & Grant Rusty

es Maxims
eter Ross
eter Ross
BOSCOMBE
Doctome (1)

BOSCOMBE
Hippodrome (b)
Charlie Ellis
Sugar Zon Zon
England & Parker
Johnnie Heywood
Eidie Rowings
Tommy SwiffVicky Ray
Gweb Fields
BRIGHTON
Hippodrome (M)

Hippodrome (M) 9 Havid Highes Semprint Immay Wheeler George Meaton Dishs Chimps P. Hatlon & Peggy Newman Twins J. Prinates J. Prinates

lender on Lestie Randali Charimony, 3 Iris Sadler Eye & Everlo 2 Angelos Bervi & Bobo

Devy & Hoho
Jo New Castle
Empire (Mr 9
Rio Ron & Rita
Anne Shellon
Jean & Einest
Sat Jacksey Co
Skylmers
Harry & Betty
Peter Du Lay
NORWICH
(largod Leave Co
Teen Agers
NOTTINGHAM
Empire (M) 9
Reg Dayin Newman Twins
2 Pirates
2 Pirates
3 Pirates
4 Zandi
Palace (f)
1 Just Hayden
Norman Yeomans
Ameent Hyan
Man Haines
Tommy Cahorne
Michael Owen Co
CHISWICK
Gaston & Andree
Authur Lucan
EAST HAM
Granada (f)
Flying Voleros
Mirray & Hinton
Mirray & Hinton
Les Donnos
F & L. Preston
EDINSURGH
EDINSURGH
EDINSURGH
EDINSURGH
EDINSURGH
EDINSURGH
FORMAN
TOMAN
TOMAN NOTTINGHAM
Empire (M) 9
Reg Dixon
Ballmoral 4
Sally Barnes
Velson Bros
Lon Saunders
Scun Horse
Savoy (I) 9
Pince Zaboor,
Joe Sten
Voon Bris
Jose Grieve
Marsh & Lorraine
Billy Cav
SOUTHAMPTON

SOUTHAMPTON Grand (): 9 e Black Columbus graine estern Stars & \ Grany SOUTHAMPTON
Grand (1) 9
Whittaker & Lew
Joe Position
Grege Anders & J
Lee Brookfan
Grege Anders & J
Lee Brookfan
Grege Anders & J
Lee Brookfan
Grege Anders & G
Empire Molecular
Empire Molecular PARK Grany
FINSBUPY PARK
Empire (M) 9
Laurel & Hardy
2 Jills
Seaton & O'Dell
Ronner Leslie
Ursula & Gus
Bobbne Kumber
D Rosalre & T
Kayes Pekes
Roy & Ray
GLASGOW

GLASGOW Empire (M) 9 Bernard Bros Les Traversos

Les Traversos
Anuta
Harry Bailev
Benson Hulay Co
Max Geldray
2 Hones
Keefe Bros & A
GRIMSBY
Palace db
Jack Lawis
Bawkes & Rose
MACKNEY

Dilly Maxom Marens & 2 Reis Len Murten YORK Empire (1) Jack Haug Fed Gatty Russell-Wright 3: Hee Floyd I & J Penni Patrie'a Biley Jacyce Fernedy IO Della Rosa Girls HACKNEY Empire (\$) 9 Issy Bonn Eddie Calvert Alan Clive Andoras

Cabaret Bills

NEW YORK CITY

Phil Napoleon
Jose Mells Trio
Billy Taylor Trio

Andoras Ray Also Rexanos Tony Walsh Raymonde & B

Basin Street Christine Mason

BUFFALO
Par (P) 14 only
Festival Modern of
American Jazz
Stan Kenton Orc
Errol Gamer 3
June Christy
Dizzy Gillespie
Stan Gete
Slim Gaillard
Candido
CHICAGO

Sim Gaillard
Candido
Chicago (P) 13
Juhus Laitosa
Helene & Heward
Danny Crystal
Hoctor & Bard
JOLIET
Rialto (P) 14 only
Asylum of Horiors
MIAMI
Olympia (P) 11
Joy Spiles

MIAMI
Olympia (P) 11
Jay Seller
Miriam Scabold
D wn Bros
Martin & Florenz
Felix Knight
PEORIA
Palace (P) 13 only
Asylum of Horrors

Dunn & Grant Rusty LIVERPOOL Empire (Mt 9 3 Monarchs Jack Jackson Tommy Cooper Josta Regan Conway & Day Victor Swaforth Les Marthys Harry Worth Les Maryels

Les Marvels

MANCHESTER

Hippodrome (S) 9

Harry Secombe

Henderson & Kemp

Leslie Randolf

Charmony 3

SYDNEY
Tivoli (7)
Betty Driver
Walton & O'Rourke
Chevaller Bros
Jimae Co
Gene Jimae
Gene Jimae
Gene Jimae
Jose Horsen
Jose Horsen
Jose Porter
Babs McKinnon
Peter
Dorothy Hall
Wolly Petetson
Adorables

A Rulini Trio
Model Pierre
Mindel Pierre
Stanca Melha Orc
Chico Rello Orc
Chico Rello Adrore
Tedera Melha Orc
Collette Marore
Tedera Melha Orc
Model Stanca
Guy Lombardo Orc
Model St Reejs
R Courtwingth
Ulli Sha Marore
Model Sha Reejs
Model Sha Marore
Model Sharore
Model Sharore
Model Statler
Russ Morgan Orc
Russ Morgan Orc

CHICAGO

Palmer House Saveen Gobel Wyma Three's Company Martha A Bentley Hamilton & Thomas Christopher & King Louise McMullen Dorothy Aul Johnny King Robert Cooper Henry King Orc

LOS ANGELES Ilal Derwin Orc Johnnic Hav Johnnic Hav Johns Hav Juck Stehen Orc Bolibo Remos Orc Bolibo Remos Orc Charley Foy's Maxie Ryenblaem Jumine Ames A Blowne Orc Eartha Kitt E Gliver Dre Eartha Kitt E Gliver Dre Junior Hotel Dufoiler Hotel Mully Sha Warner & McGuire Ted Weems Orc AMI REACH

Ambassador Hotel Harry James Ore Yost Collegas S Morgan Dancers Band Box Rose Marie

Band Box
Rose Marie
Leum Kent
Del Rebio Sis CD
Larry Green
Bar of Music
Anne Triola
Sy Welano
E Badford Orc
Biltmore Hotel
Irone Ryan
Harbers & Dale
George Prentice

MIAMI-MIAMI BEACH

Black Magic Club Hal Winters Lea Matthews Claire Hogan Jack Kerr Bil Trent Mimi Laurie Clover Club Clover Club
Charlie Fairell
Hel Biecse
Eleanor Luckey
Ted Lawrie
Pecsy tired Tony Lopez
Tony
Lopez
Tony
Lopez
Tony
Lopez
Tony
Lopez
Tony
Lopez
Tony
Lopez
Lopez Freddie Pricton
Somme Wills
Jack Watson
Joan Mann
WOLVERHAMPTON
Hippodrome di 9
Divid Whitfield
Wilsen Keppel & B
Bunty St Claire
Bills Mayon
Marens & 2 Reis
Len Marten

Anione & Ina Sid Stanley Ore Joe Harnell Leon & Eddie's Myra Davis Chuck Fontaine Acres O'Reilly Green Hair Girl Jarke Gordon Nattey Ket Charlotte Walers Hill Gray Ralphi Gilhert Charlotte Waters
Hall Gray
Ralph Gilbert
Sans Souce Hotel
Arthur Blake
Anne Barnett
Sans Harnett
Anne Hermen Ders
Saxow Hotel
Galeena Netcht
Tano & Dee
Val Olman Ore
Helene
Fony De La Crus

LAS VEGAS, NEVADA

Desert Inn Mazzone Abbott
Dancers
400 Murray
Ruby Richards
Mary Mon Toy
Lee Sharon
Margle & Lee
Murray
Debonaires
Jacquelme Marcy
Stan Porter
Golden Mermald
El Cortez Ma. Stan Porter Golden Mermald El Cortez Lynne Caşter & Cartlers Eddle Skrivanek's 6 El Rancho Vegas Billy Danies Benny Payne Judy Johnson Georgine Darcy

Gloria Manners
Joe Venuto Ore
Emil Gray 3
Sands
Jeanette McDonald
Nicholas Bros.
Ed e Garson
El dringo
Copa Girls
Charles Nelson
Ray Sinatra Ore

Sahara
Christine Jorgensen
Miles Bell
Elsa & Waldo
Chris Cross
Francis Bruun
Dagenham Pipers

Mapes Skyroom Delta Rhythin Boss Jackie Kunnon Mapes Skylettes Eddie Fitzpafrick Ore

Hotel Taff
Vincent Lopez Ore
Franklin & Lane
Franklin & Lane
Franklin & Lane
Hardwey Ore
B Harlowe Ore
B Harlowe Ore
Mo I Eith Ave
Both Harlowe
Harold Fonville
Hazel Webenten
Sadie Bunk
James Jewell
Jon LaPorte Ore
D Augula Orefon
Irvinz, Fields
Laon B thop
Eadie Litwin
Le Ryban Bley
Nino, Nanni
Rita Domitri New Golden tune Valia Fred Stumer Wilder Bros.

Monimarire
Ernesto Boiano
Four Vargas
S Caleio & R Diaz
Nancy & Rolando
Boia de Nive
Atlonato
Boia de Nive
Atlonato
Boia de La Piava
Cros de la Piava
Cros de la Piava
Oliza Chavano
Walter Nive
America Crespo
Rosana Martin Trlo
Ilenti Bover
Tondelayo Nino Nami
Toppers
Hith Toppers
Hith Toppers
Hith McCreery
Norman Paris Trio
Two Guitars
Vladimir Rozhen
Luliov Hamshav
Vladimir Rozhen
Luliov Hamshav
Misha Murk-off
Town & Country
Will Mastin Tron
Sammy Davis, Jr
Man Plava Sextet
Johnny Morris Ore
Versailler
Johnny Morris Ore
Versailler
Lon Nelson
Dorothy Morris
Lon Nelson
Dorothy Keller
Don Litherto
Al Norman
Lon Nelson
Dorothy Keller
David Riberto
Rozhor
Sexual
Rozhor
Lon Nelson
Dorothy Keller
David Riberto
Hollor
Lor Norman
Lon Nelson
Dorothy Keller
David Riberto
Hollor
Lor Norman
Lon Nelson
Dorothy Keller
David Riberto
Rozhor
Lor Norman
Lon Nelson
Dorothy Keller
David Riberto
Rozhor
Lor Norman
Lon Nelson
Dorothy Keller
David Riberto
Rozhor
Village Barn
Javid Riberto
Lor Village Barn
Javid Riberto
Lor Village Vanguard
Sivia Sims
Orson Hea

Willan Riberto
Waldorf-Astoria
Elgar Bergen
Annta Gardon
N Brandwunno Ore
Mischa Borr Ore

Xiomara Alfaro
Heiroua & Hector
Cachiando Valencia
R Ortega Orq
C Rodriguez Orq
Tropicana
Lus Xey
Mano Lopez
Paulina Alvarez
Rudulfo Borges
Marcel Defour
Elia Valladares
Miguel Chekis
Jorge Martinez
Bohlby de Argus
A Romeu Orq
Senen Suarez Orq

Vaude, Cafe Dates

New York

New York

Flamingos, who've been recordon the United label, have signed
with Joe Glaser's Associated Booking Corp. . . Frank Harris, former
day manager of the Stork Club,
N. Y. partnered with Ed Wynne
not the actor in operation of the
Harwen, a new lounge and catery
. . Joe Loco on the new show at
the Apollo starting Friday (13) . . .
Charlotte Rae set for the Embassy,
Philadelphia. Dec. 2 . . Dick
Stawn set for La Vie en Rose,
N. Y. Nov. 25 . . Pearl Bailey
goes into the Cafe de Paris, London, in March.
Julie Munshin and Marti Stevens

don, in March,
Julie Munshin and Marti Stevens
to hit the Chez Paree, Montreal,
Nov. 16... Harvey Stone into the
Latin Quarter, Boston, Nov. 30...
Don Cornell signed for the Casino
Royal, Washington, Dec. 14...
Mary Small tapped for the Sans
Souci, Mianti Beach, Jan. 6...
Wences pacted for a Nov. 24 stand
at Ciros, Hollywood, and Dec. 14
at the Last Frontier, Las Vegas.

Rill Jordae N & J Widdo Buddy Rust Ole Clark Usnnis & Darlene Boulevar-Deart (7) F Wasters Ore Edgewater Berteld Carl Brissonant Carl Brissonant (1) Carl Brissonant (1) Skinnay Ennis Ore Palmer House Saveen

Chicago

Chicago

George Gobel closes 16-week Palmer House engagement on Nov. 18, opening on following day at Skyway. Cleveland, for single week and Nov. 27 at Eddy's, Kansas City, for fortnight. Los Chavales takes over Palmer House from Nov, 19 to Jan. 13. Kaye Ballard playing Black Orchid, Chi. Nov. 24 for four weeks, following week stint at Congress Hotel, St. Louis, beginning Nov. 13. Julius La Rosa pegged for two stanzas at Chicago Theatre, Nov. 13-27. Harry James and Betty Grable set for two-weeker at Chicago immediately following. Patricia Morissey and Bobby Short go into Black Orchid Nov. 24 for two weeks willi options. Four Lads play Tie. Toc. Milwaukee, Nov. 16 for two weeks. Harmonicats ge single round at Copa. Pilitsburgh, beginning Nov. 9, following with week at Spa. Erie, Pa., starting Nov. 16. Joe Maize and Chordsmen booked for Golden Nugget, Las Vegas, indefinitely. Four Freshmen slated for four frames at Crest Lounge, Detroit, starting Nov. 24.

Dallas

Patti Page opens here at the Mural Room of the Baker Hotel Mural Room of the Baker Hotel Nov. 20°, . Jimmy McHugh, with Matty Malneck as musical direc-tor, and Eve Hartley, Helene Stan-ton, Beverly Richards and Diane Jergens at the Mural Room until Nov. 19 . Mel Torine opened a stand at the Colony Club Nov. 6 . . . Jon & Sandra Steele on Nov. 6 opened at the Cipango Club.

New Acts

JEANETTE MACDONALD Songs 40 Mins, Sands, Las Vegas

Sands, Las Vegas
Jeanette MacDonald's reorganized act, following her earlier Vegas debut, is infinitely better in every way. She not only voices the familiars identified with her in pix, but puts on a very engaging terp sesh with two excellent male partners, Bill Aleorn and Jack Mattis. Reception builds neatly from beginning to begoff.

Miss MacDonald contours the

Miss MacDonald contours the tire 40 mins, around the "No usiness Like Show Business" entire 40 mins, around the "No Business Like Show Business theme, threading through arias, operetta, pie musical evergreens, and pop balladry. Pulling in best hands are "Indian Love Call," "Gianina Mla," "Ebbtide," and "Un Bel Di Vedreme." A novel note is promoted in a contrast between radio and TV as she warbles "Chansonette" in the dark, and "Donkey Serenade" to flickering lights of a not-so-good vid camera chaining. Male terpers enter with the latter to aid the picture.

the latter to aid the picture.

During change of wardrobe by Miss MacDonald, the tall terpers wham over a sock cane routine. A surprising windup to "Will You Remember" has her in a gleeful romp with the men, and doing a great job of legging around the parquet guided by Alcorn and Matis. For this she receives a huge ovation and has to beg off.

Miss MacDonald has varied her

Miss MacDonald has varied her songalog to suit wide tastes, and should register with cafe customers anywhere. Will.

BURT TWINS Songs 10 Mins. Empress, Glasgow

Empress, Glasgow

This is a fairly slick singing duo offering a neat song-and-piano act, with accent on light breezy song-alog. Two youthful males are real twins, their almost identical appearance creating added interest on part of customers. Only difference is that Simon is one-inch taller than his brother Timothy.

Duo, who have been related.

chee is that Simon is one-incitaller than his brother Timothy.

Duo, who have been planists and vocalists since age of 10, opened flippantly at show caught with novel arrangement of "You Only Want It Cause You Haven't Got It," tune which gives ample scope for comedy business and suggestion. It proved a mitt-action winner. Pair segues into "Annabelle Lee," and wraps it up via such single pop tunes as "Bye-Bye Blackbird," etc.

Act has personality, youth and looks, and would do well with wise choice of songs. Twins' gimmick is useful for young male singers. Okay for general run of vauderies and particularly niteries.

ROSITA & ANTONIO Dance 8 Mins. Chateau Madrid, N. Y.

Chateau Madrid, N. Y.

Rosita & Antonio, with the Sans Souci Revue, are a pair of flamenco practitioners whose working label resembles that of another w.k.

Latin turn. But despite the similarity in names and in the type of work, this turn has far to go to capture the attainments of the other duo. Rosita & Antonio, at this point, are more than acceptable for most situations. They have a flashy set of routines that frequently show violent heel work and they beat out some excellent rhythms.

Their dance-designs are okay, and their costumes are colorful. Terp twain have an air of authenticity and a good idea of commercial values. They show two routines, a fast paso doble and a good interpretation of "El Relicario."

ODETTE LAURE Songs 25 Mins. Chez Gilles, Paris

ton, Beverly Richards and Dince Clast Frontier Observation Poperation Fun Program Poperation Fun Poperation Fun

BARBARA ASCHLEY Songs 25 Mins. Nautilus, Miami Beach

Current date in Driftwood room of this big hostel is first nitery engagement for Barbara Aschley and marks her a potent entry for the class cafe-hotel room circuit, plus video possibilities. Brunet looker

video possibilities. Brunet looker has already garnered some experience in musicomedy.

Smartly groomed, her delivery and general stage deportment also bespeak careful preparation for break-in on the bistro beit. She displays a well rounded soprano that takes the high notes as easily as the lower register, with the songalog contrived for her an insongalog contrived for her an intelligent blend that eschews any of the heavy stuff, concentrating on musicomedy tunes through the blues. Adds to impresh with interpolated delivery that builds interpolated delivery that builds interpolated is her simply styled "Love For Sale" that winds into dramatic undertones at finish with shading aiding in aud-mood build. Change of pacer is a blues medley which reveals switch in personality for bright approach. Other standout items include French accented "Autumn Leaves," and fast-paced "Who Cares."

An impressive debut, albeit

An impressive debut, albeit there's need for some restaging what with too many exits and at times too much of the underplay-ing; withal, a definite bet for class spots looking for a new face.

ANTA May Fold

Continued from page 2 =

the campus at New Brunswick, N.J.

Keystone of Plan

Keystone of Plan
Abolition of the national service
department has already aroused
criticism from the ANTA membership outside New York. This
department is the keystone of the
plan drafted by Breen and Robert
Porterfield, and was the basis for
the reorganization of ANTA after
World War II.

World War II.

Indicating the changed attitude of certain board members toward Breen was a statement made at the last board meeting by Roger Breen was a statement made at the last board meeting by Roger L. Stevens, treasurer and a board member and executive committee member of the organization, and the individual chiefly responsible for Breen's departure. According to a digest of the minutes, Stevens said "that although there had not always been agreement with the said "that allhough there had not always been agreement with the ideas presented by Robert Breen, there had at last always been lots of ideas offered. He felt that unless they got someone at the head of the organization who was strong and creative the doors of ANTA. and creative the doors of ANTA might as well close."

Since leaving ANTA, Breen has joined with Blevins Davis in the production of the current "Porgy and Bess" revival at the Zicgfeld, N.Y.

H'wood's Anni

Continued from page 2

opens Nov. 20 in what used to be the flourishing J. C. Penney depart-ment store on Hollywood Boule-vard. Ironically, the location seems to underline dramatically the commercial need of the anni-versary pitch.

resary pitch.

Souvenir Display

'Historama' will consist of four floors full of souvenirs, props and special effects borrowed from the major studios. A 'Film Classics' Theatre will be set up where early day silent pix will be run off on a grind basis and one of the exhibits on view will be Thomas Edisons 'peep show' machine, which is being loaned to the exhibit by Mr. and Mrs. Charles Clark. E. M. Stuart, president of the Hollywood Chamber of Commerce, says the entire collection of souvenirs is insured for \$5.000,000.

The exhibit is the closest to

Paramount, N. Y.

Ames Bros. (4), Pupi Campo nich 113) with Mechita, Luis iant: Clifford Guest, Petro Bros. 21: "Calamity Jane" (WB), re-niced in Variety Oct. 21, '53.

If anyone is still looking around for a reason why this vet vaudfilm house is cancelling its stageshow pelicy, this windup bill should give lem the answer. House is again relying on disclickers for its draw and in so doing virtually eliminates the more lucrative adult evening trade in favor of the wax-worshipping matinee crowd.

Even with the Ames Bros., current RCA Victor highriders, carrying the bulk of the chores, layout lacks spark and has a skimpy quality. The Ames freres, looking like 4:ths of a basketball squad, come on in the clagsing niche with a repertoire of their wax hits and special material items. The boys put a lot of effort into their delivery and whip up some interesting harmony techniques but they only build a smattering of aud excitement. Turn is pegged strictly for the youngsters with emphasis on hokey comedies and mugging in hokey comedies and mugging in the songalog are such Ames' trademarks as "Rag Mop." Sentimental Me" and "You, You You." Also get neat results from "I Can't Give You Anything But Love." "Can't I." I Love Paris' and "Who Built the Ark."

Australian ventro Clifford Guest puts the house in a good mood from the start and works smoothly to a bangup finish. Does some nifty voice-throwing with his plinter friend and works up a big mitt as he raises and lowers yould rest and the results from the start and works up a big mitt as he raises and lowers yould rest and the promotion of the topdrawer and generate plenty of interest.

The two Peiro Bros. have added a lot of comedy to their juggling turn. It doesn't help em much alt, a slick act tallormade for the TV and nitery circuits.

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The two Peiro Bros have added a lot of comedy to their juggling turn. It doesn't help em much for the promotion of the topdrawer and generate plenty of interest.

Pupi Campo lays down an okay typical Latino frenzy in the teofina and hongo beating, re

Bobino, Paris

Hobino. Paris
Paris, Oct. 31.
Third Music Hall Fest (in two
paris) with Georges Brassens,
Dauy Dauberson, The Colstons
12., Claude Vega, Georges Campo
12. The Bramptons (2), Tamara
5 Orloff, Duo Nicoli, Kathryn &
Orly, Simone Morin, Maurice Boulais Orch (12); \$2.50 minimum.

The Bobino is about the last stronghold of the real Gallic music tall, with the other halls since converted to pic houses with partime acts, or to legit houses as in the case of the ABC. Some nitery abarets maintain vestiges of the music hall tradition but the Bobino goes all the way and is paying off in popular patronage. Policy of name songsters surrounded by hep dumb, comic and dance acts has mb, comic and dance acts has cated a formula which makes for

dumb, comic and dance acts has created a formula which makes for SRO in this house.

Current show stars Georges Brassens and Dany Dauberson. Brassens is a natural, Bohemian-tupe folk chanter. Dany Dauberson fits snugly into her airtight shin-gled gown and delivers standards and said ballads in accepted throaty SIME. She is more than adequate but not of the top register.

Following are a batch of neat acts with the American act. The Colstons (2), scoring big mitting in their comic dance capers. Clever comic bits and intricate acro dance accomp make this a nice entry. Tamara & Orloff are a violent abache team who beat, mangle and practically annihilate each other in a slapbang number that evens the sorre on both male and female side, as both take a beating to please the crowd. Still another dance team is on the program in the deft acro-dance tactics of Kathryn & Orly. However, the terps do not conflict, for each is an act with different emphasis and complement each other in the phases of acro-dance. brassens is a natural, Bohemian-type folk chanter. Dany Dauberson it's snugly into her airtight shingled gown and delivers standards and sad ballads in accepted throaty syle. She is more than adequate but not of the top register.

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Leveling off is the intro act of the Duo Nicoll, who do an acceptable accordion act which is appreciated here, for the instrument is a public fave. The Bramptons (2) to a trick bleycle turn with break-away bikes and fine wheel balawing Robert Rocca adds the with additional case and on an accepta throad caseade of snide and britancing Robert Rocca adds the with a complement of the chansonnier in broad caseade of snide and britancing Robert Rocca adds the with a complement of the chansonnier in broad caseade of snide and britance and the complement of the comments on the chansonnier in broad caseade of snide and britance and the complement of the comments on the chansonnier in broad caseade of snide and britance and the complement of the comments on the state of the non-and Claude Vega does a fine of the chanson of the comments on the state of the non-and Claude Vega does a fine of the chanson of the chanson of the chanson of the chanson of the comments on the state of the comments on the state of the non-and Claude Vega does a fine of the chanson of the

onic times as seen by a group of present actors and singers. Mimicking and imitations are uncanny. Adding the touch of oldtime music hall is English act Sid Plummer with his all-purpose xylophone which snorts, grows heads and tails and in general adds a welcome cornball and ingratiating note to the proceedings. All this is introduced by a femcee, Simone Morin, a long-stemmed, well-chassied gal who would quickly outmode the male emcee if seen at U.S. houses. The Maurice Boulais ensemble gives good backing to the acts.

House is a fine showcase for foreign acts, who can get other offers and jobs with this house as a jumpoff spot. Case in point is the U.S. act. The Colstons '2., who have been booked all over Europe and the Near East for almost a solid year after their appearance at the Bobino.

Olympia. Miami Miami. Nov. 6. Jo Ann Tolley, Wells & Four Fays, Danny Crystal, Three Royal Rockets, Crayon, Les Rhode House Orch; "Murder Without Tears" and "Black Fury" (WB).

Mildly diverting fare continues at this lone South Florida vander —bookings of past few stanzas have held to low-budget, non-marquee lures, with lukewarm results box-

held to low-budget, non-marquee lures, with lukewarm results box-officewise reflecting the policy. Topliner is another of the growing crop of recording newies, Jo-Ann Tolley of M-G-M Records. She's possessed of throaty pipes that embrace her song ideas in good style. It is in delivery and stage deportment that she reveals inexperience and need of training. Best of her pipings comes in a set of Dixieland rhythm tunes. Offed to fair reaction. In emcee slot, Danny Crystal handles the chores expertly and on own comes up with a well-balanced blend of song-impressions; gathers in good portion of chuckles with well timed waggery to buttress vocalistics to wind a palm winner.

to buttress vocalistics to wind a palm winner.

Teeoff spot is a fast pace setter via the skating of the Royal Rockets. Trio set up standard patterns for their roller-romps, sustained to earn the gasps and mitts.

Vet act, Wells & the Four Fays purvey their comedy-lined acrotumbling stunts to keep them interested all the way. Stuff is contrived to maintain mitt-mounts and marks them solid closers for the bill. Crayon offers up another novelty act with fast sketch work. It's strictly filler and rated offish results. Les Rhode and house band are okay on the showbackings.

Pavilion, Glasgow

Glasgow, Nov. 10.
Lex McLean with Glen Duly,
Jimny Carr, Archie Lewis, Allan
Young Trio, O'Doyle Bros. (2),
Hugh Meltroy, Joan Savage, Agnette & Silvio, Ivy Carvy, Jackson
Young Ladies (10).

This comes up to a better-than-average vaude bill, and should play to fairly 1, fly audiences throughout its five-week stay. Majority of acts impress and whole lineup registers as one of the liveliest pre-Christmas layouts to be seen here for some time.

Lex MeLean, middleaged Scot comedian, turns in a strong performance, using a typically Glasgow dialect that is marred by slurred speech but gains in local yocks through its likeness to the gabbing of the average working man on Clydeside.

Comic has useful aid in sketches from Glen Daly, a well-built foil.

Music Hall, N. Y.

"Lights Up" presentation with Rudy Cardenas, The Rudells 131, Fric Hutson, Hal Norman, William Upshaw, Jayne Hornby, Bunhilde Roque, Doris White, Ghislaine Delen, Virginia Rice, Max Menden-hall, Jack Wilcox, Ray Thomas, Raymond Paige Orchestra: "Kiss Mr. Kate" (M.G.M), reviewed in VARIETY, Oct. 28, 1953.

Let it be given as a dictum, at no extra charge, that it makes quite a lot of difference at the Music Hall if the lyrics can be heard and some of the comedy lines are funny. This is the case currently thanks in great measure to Eric Hutson singing "Model of a Major General" out of Gilbert & Sullivan after previously joining with Hal Norman and William Upshaw in a lively trio number with special lyrics, by Albert Stillman, which were with rather than, as sometimes happens at the Hall, just trying to be.

There is an awful stillness that comes over this huge auditorium when performers talk or sing and the words fall flat. It is almost as if people were walking down the street talking to themselves.

when performers talk or sing and the words fall flat. It is almost as if people were walking down the street talking to themselves. A little of this feeling crept into the trampoline trio, The Rudells, although in fairness it should be added that they got a couple of legitimate chuckles on gab. It's just the point again that lines which are merely "fill in" some-how don't at the Hall. Try to imagine Arthur Godfrey's rambling chitchat here!

Actually The Rudells did extremely well not only as acrobats on a bounding bed but as acrobats on a bounding bed but as comiles. They are first class troupers who can play anywhere and amuse any agathering. They are one of the explanations for the current stage presentation having so much zing, zip and zowie. This is distinctly did one of Lord Leonidoff's snappier and better-integrated shows. In combination with the overpowering Technicolor 12-Di opulence of Metro's "Kiss Me Kate," the Hall aught to do big business. It was substantially occupied at the last performance Friday (6) despite a gale with snow, not fit weather for man or beast.

The animated tone and pace of the stage show was established at

animated tone and pace The animated tone and pace of the stage show was established at the outset by Raymond Paige's overture, a medley of John Philip Sousa. It was a tossup who was the "busiest" man in the pit—dapper Paige in his talls as he dramatically whipped the air with his baton or the snare drummer who was giving the skin a real tattooing a la "March King." A bit of on-stage choral production was blended into the overture, the orchestra sinking down two notchlattooing a la "March King." A bit of on-stage choral production was blended into the overture, the orchestra sinking down two notehes, then rising again after the drapes closed out the chorus. All in all, this was rousing stuff in the best tradition of the house and showing Raymond Paige's musicianship (and showmanship) to advantage. With his long experience in vaudeville pits, presentation houses and bigtime sponsored radio, Paige gives the singers and dancers and specialty artists strong musical support throughout. "Lights"—candle, gas and flood—set the optical side of the show and culminate with a river scene as an illuminated prop show boat rounds the bend and emerges from the wings. Outwardly this is all standard Music Hall stuff but infused with a lot of bounce. Tight, fast moving, without slack the stage show was a solid asset to the bill. Corps de Ballet was especially "romantique" as led by the Misses Hornby. Rouge, White, Deleu, and Rice. The Rockettes came later, as is standard since Leonidoff is apparently incapable of conceiving of any topper, and maybe he knows best.

Reverting again to Messrs, Hutson, Norman and Upshaw, they of the commendable diction and the jaunty style as three beaux on the town: they made the case for a touch of urbane humor in well-sounded syllables with a comic idea.

Now, finally, with regard to Rudy Cardenas. To describ lim

sounded syllables with a comic idea.

Now, finally, with regard to Rudy Cardenas. To describe him prosaically as a juggler just won't suffee. This coil of controlled and coordinated muscle, this unearthly energy, variety and mastery calls for a far more appreciative descriptive. Let's report that Rudy Cardenas is a juggler who has attained the status of virtuosity and who gives a demonstration of markelous accomplishments, one applications. who gives a demonstration velous accomplishments, one applause-getting stunt following another at breakneck speed. When he's finished, anyone would believe he could even balance the budget.

an apparent enthusiasm for his chores. Julius LaRosa sailed through his vaude debut at the spacious Met which reth its stage for this five-day stint) with flying colors. A quickle booking, it appears on strength of opening day aud? reaction and the tavorable press, that the singer, in on a percentage arrangement, should walk out wha a sizeable wad of cash. Audience, predominately screeching teenage tennues, whips up a cacaphony of squeak from the moment LaRosa ambles on stage, until, via a bit of goodnatured banter and showmanship worthy of a vet performer including mugging for frontrow lens fiends), he manages to hunch into the appropriate "I'm Sitting on Top of the World." From then on, it's a cinch. He poured it on with "Nearness of Yon," "My Lady Loves to Dance," and, "Anywhere I Wander."

In a gimmicked version of "No Business Like Showbisiness, he hows to Godfrey, meanwhile poking fun at the much publicized dancing lessons, to the extent of essaying a few ballet and tap steps. Continuing in the terp department, he vocalized "Tea for Twowhile giving out with a self-conscious soft-shoe routine. For clincher, he socks across hie wk "Eh, Cumpari," for wild applanse. Surrounding lineup is solid vaude fare, each act scoring stromy with the pewsitters. Trees off in silek fashion with Lewis & Van a couple of mity terpsters, tollowed by the clongated and angular Gil Lamb, who also eneces, in a sesh of nonsense topped by his familiar harmonica bit for neat results in the yock department. Tippy and Cobina, a palr of simians are guided through a stint of ton-foolery by the Viernas fron infits laughs. Tony Bruno, doubling from Steuber's Viernas fron infits and capable job of batoning. his usual capable job of batoning.

Unit Reviews

Sans Souci Revue (CHATEAU MADRID, N. Y

"Sans Souei Revue" with Gill Marr, Olga Gonzales, Rosta Vas-cas, Rosita & Antonio, Line (8); production, Cesar Alonzo; cos-tumes, Juan Perc; music, Rafael Ortega.

One of the largest fluorshows ever to hit the Chateau Madrid finds the Angel Lopez operation in one of the gayest moods since its inception some years are. The Sans Soucl Revue, mained after the proceedings at the Hayana casino, is one of the more colorful displays to play here and should spell a bit of increased boxotice. Unfortunately, this show is somewhat too large for the Chateau Madrid floor. The staging has been ingenious enough to overseome this handican to some extent, but the crowded condition of the floor all but causes a traffer process.

pileup.
The highlight of this show is the

The highlight of this show is the fast production and colorfol costuming. The line, with tom complex fronted by Olga Gonzales, provides a high quota of frenzy. Movements are fast and generally sexy motif is sufficient to keep audiences interested. The writhings of Miss Gonzales impart interest throughout.

Rosita Vascos aids with a song and dance session. Her interpretations, also keyed to the sexy side are strong enough to hold up, even though there isn't too much that sidifferent in her turn from others.

though there isn't too much that is different in her turn from others of that type. It gets a high return Emcee Gill Marr is an excellent

Emcee Gill Marr is an excellent singer. A big and personable guy. Marr has a powerful bary which he guides through a series of Latin pops. He strikes a solid note with lamiliar tunes such as "Granadas," and a medley of some of the best known Therian tunes, such as "Si-boney," "Peanut Vendor", and

staging by Cesar Alonso is by Rafael Ortega. Rosita & Antonio are under New Acts. Jose.

Aqua Parade 1953
(SPORTHALLE AM FUNKTURM.
BERLIN)

Berlin, Oct. 29.
First Abefs, Emilie Zansata, Bill
Fontana & Peppy, Jack Rodorsay.
Linao Quattrini, Joe Walsh, Paula
Hause, Nrska, Gene Copper, Carmen Prietto, Nivo Luciano, Line
181. Mario Rossi Orch: directed
by Noel Sherman. Opened Oct.
23; \$1.25 top.

Patachou Inks Caracas
Patachon, current at the Em
Room of the Waldorf-Ast
Pan-American, Venezuela, Dec
It's one of the inns operated
by Noel Sherman. Opened Oct.
Chanteuse will leave for Free

Metropolitan, Boston

Julius LaRosa, Tippy & Cobina

Julius LaRosa, Tippy & Cobina

Van. Tony Brino Orch (16)

"Latin Lovers" (M.G.).

Displeying a naive charm plus

With niteries and operettes not so well off, the best current grosser stress to be "Aqua Parade 1953" which was preemed at the loval Sporthalle ain Funkturin last Saturday 23). Ballyhooded as the Displeying a naive charm plus

Century," this show, the parts a

novelty for Berliners, drew 26,127 curio seekers to the first five performances.

Actually, most rand best) parts of this mammoth show have nothing to do with 'aqua,' but are performed on the completely unwet stage.

ling to do with 'aqua,' but are performed on the completely unwet stage.

Top reaction is earned by the five Akefs, an Egyptian troupe, a "tlying bodies" act, which reminds one of the best things seen at the old Berlin Scala before the war.

Fimilio Zavatta, a jumping ragpicker on the rope, the three Tempo jugglers as well as Bill Fontana and his dog, Peppy, who introduces a new kind of water sports, also rate well.

The appearance of 18 "beauty queens," some from the U.S., is another eye-filling movelty for Berliners with their water ballet and rhythm crawling.

An attractive intermezzo is a series of classical high diving performed by Jack Rodoway, Linas Quattrni, Joe Walsh and Paula Haase, Germany's exclich diving rehampion. A troupe o' juriphing water clowns take care of the lanchs.

Others in line are Gene Cooper, tap artist, Nirska's "Butterfy" dance, Carinen Prietto and Nino Luciano and their pretty voices. Mario Rossi and his orch pive this show the necessary musical frame, Noel Sherman has directed the whole thing with skill and limagination.

"Aqua Parade," which altogether

"Aqua Parade," whileh altogether comprises 100 pieces, is shown every evening with additional matince shows on Wednesdays, Safurdays and Sundays. Admission is relatively small at \$1.25 top. East retugees, east vesidents, jobless and other needy people pay half prices.

Biggest Show of '53

Kansas City, Nov. 2.

Nat. (King) Cole. Sorah
Vanghan, Ralph Marterice Orch
(17), Illinois Jacopet Orch (7),
George Kirhn, Frank Marlove,
Peg Leg Bates.

Another in the series of name must which the Gale Agency has been sending out is this jazz and comedy group, and under the fille of 'Biggest Show of '53' lives up to much of the name. It's a sock two hours plus-for the pop music and downbeat tollowers, as evidenced by the packed house which greeted the troune on its first show in the KMBC-TV Playhouse Sunday night (1). Second show at 10:30 p m, with halt a house likewise was a strong showing for that time of night, Some 4,000 customers paid \$10:000 for the two performances, big money for vaude any night in Kansas City.

The Ralph Marterie orch is mak-

performances, one money for value any night in Kansas City.

The Ralph Marterie orch is making its second appearance in town since it played a ballroom one-nighter over a year ago. With several hit records to its credit, orch is standout with the unit and as such leads off with a set of its laney arrangements Peg Leg Bates has been absent front these parts for some time, but scores heavily with his foot and peg tapping. After a second set by Marteria and crew, in which Frankie Main gives a vocal workout on "Cray" Man, Cray," turn is to fan with George Kriby in bit kidding the Man, Crazy," turn is to fan y George Kirby in bit kidding "Dragnet" craze along of impressions.

of impressions.

Midway in the show mike is given to Sarah Vanghan fur a round of vorals in her "new sound" style, all heastly greeted by the ticket luyers. Marterie has another imning to highlight some of his trumpet virtuoes stylings, and followed by a comedy session with Frank Marlove and his gawking horsestors. Ilmost

with Frank Marlowe and his gawk-ing homespun linnor.

Racing rhythms of Illinois Jac-quet and his ensemble take over for a slambang session. Gincher is supplied by Nat Cole and gen-crous number of his top vocals, wowing the crowd.

This is a large troope, what with becial rhythm crews for Vaughan and Cole, the dacquet burry boy and the big Marterie band. Sho moves like clockwork, Marter doing the m.c. honors. Qvin.

Date After Waldorf Run

Patachon, current at the Empire Room of the Waldorf-Astoria, N. Y., will play the Tamanaco Ho-tel, Caracas, Venezuela, Dec. 1. It's one of the inns operated by the Pan-American Airlines.

Chanteuse will leave for France mediately following the Caracas

Clay County Fair at Spencer, Lt., reported this year's expo profit at about \$47,000 ofter deductions for ground improvements.

By JESS GROSS

The Turnabout Theatre Co., which has been running successfully for the past 12 years at its own in time coast showcase, is currently making its initial tour of New York and the surrounding area. Included in group's eastern bookings was a date Saturday 71 at the Brooklyn Academy of Music. Reception at the Academy was generally initid, with oversized Brooklyn auditorium failing to capture offering's intimate spirit.

Company's satirizing of various

Company's satirizing of various subjects via dance and song has a forced quality that makes for an overall tiring program. In its attempt to get off the beaten track with a musical presentation, unit occasionally comes up with anties that border on the amateur. Initial half of the presentation, agged "A Night at Turnabout," is devoted to a puppet show, with The Yale Puppeteers working the strings. Labeled "Gullible's Travels" and billed as a musical satire, the puppet half of the program shows up best in the manipulation of the dolls. Story and song content is weak in detailing the main character's switch from gullibility to deceit.

That the production is definitely to a good bet four large houses were

song content is weak in detailing the main character's switch from gullibility to deceit.

That the production is definitely not a good bet for large houses was exemplified by complaints from balcony viewers that they were unable to see the puppets in action. Group should attempt to devise a method of presentation whereby a performance in a large house like the Academy can be viewed by all seatholders. Also, by playing standard locations, outfit is unable to duplicate home showcase's novelty ginnnick of reversing seats, which, incidentally, is the reason for the Turnabout Tag.

Windup half of the program includes an hour-long live revue, titled "The Human Side." Holding down the major assignments during this segment are Lotte Goslar and Frances Osborne. Latter specializes in satirizing serious songstresses, while former provides terp action via her own modern choreography. Neither registers sock proportions. Harry Burnett's bit about a guy at sea on a raft with nothing to read but a telephone book is okay, as is the number he does with Dorothy Neumann relating to a pair of book-ends. Forman Brown, who provided the lines, lyrics and music for the production, scores with his impressions of how the nursery rhyme, "Old Mother Hubbard," would sound if treated musically by Gilbert & Sullivan, in-

hard." would sound if treated musically by Gilbert & Sullivan, Victor Herbert, Cole Porter and Rodgers & Hammerstein. Brown, incidentally, supplies the presentation's sole plano accompaniment. Pappets were created by Burnett and the first part of the program directed by him. Second half of the production, which utilizes a total of five performers in addition to Brown, was directed by Miss Neumann. addition to Brown by Miss Neumann,

PAT TOLSON OF 'SP' PUT ON PROBATION

Patrick Tolson, 32, member of the cast of "South Pacific" show-ing at the Erlanger here was placed on probation following a sty months suspended sentence.

placed on probation following a six months suspended sentence. He pleaded guilty in City Court to a morals charge. Tolson, described as a "\$150-ā-week actor and singer" in the show was arrested recently in the Academy Theatre by members of the Vice Squad. Because he had no previous conviction Tolson, a former Air Force officer, was ordered to make regular reports by mail to the local probation department.

7-Day Reading Date For Black Hills Passion Play

Reading, Nov. 10.

In its only showing in Pennsylvania, the Black Hills Passion Play with Josef Meier opens Friday (13) for seven days at the Rajah Thatre here. Tickets for show both matinee and evening, are \$1.65 to \$3.30.

sponsors, Reading Lions The sponsors, Reading Lions Club, are filling the matine slots with a campaign in the Berks Coun-ty and Reading schools with stu-dent tlekets at 50c. The show was last here in 1936.

EVANSTON USING NAMES

William Eythe, Jeffrey Lynn Set —Deal For James Dunn Pends

Chicago, Nov. 10.

Now that Evanston's Showcase Theatre has shifted to the star system with names and semi-names replacing the heretofore resident company formula, producer Hope Summers has lined up her first two imports and is negotiating for a third. a third.

a third.

Willam Eythe arrived Sundry (B) from Hollywood for rehearsals for the lead in Garson Kanin's "Live Wire" which opens next Tuesday (17) for two weeks, Jeffrey Lynn comes in later this month to prep for the top spot in "Mr. Roberts," opening Dec. I. Talks are underway with James Dunn for the "stage manager" role in "Our Town," set for Dec. 15.

2 N. CAROLINA TROUPES TAKE TO THE LEGIT ROAD

Greensboro, N. C., Nov. 10.

There are two groups in North Carolina equipped for touring this season: The Shoestring Players of Wilson and the Vagabond Players of Flet Players

The Shoestringers are at present The Shoestringers are at present working on a touring repertory for Eastern Carolina which includes an original play, "Crystal Clear," a mystery-comedy, "Three Taps at Twelve," Shakespeare's "Macbeth," and possibly the spectacular "Ben-Hur,"

The Vagabonds, who in Septem-The Vagabonds, who in September completed their 11th and most successful professional summer season, take leave of their permanent home at Flat Rock to travel throughout the Southern States with Broadway successes. Since they started traveling in 1937, the group has played more than 100 plays to over 500,000 persons.

Managing director Robroy Far-

plays to over 500,000 persons.

Managing director Robroy Farquhar announces that the newest addition to the traveling repertory of the Vagabonds will be an adaptation by Anita Grannis of "Cindercila," in an hour-and-a-laif presentation" with music. Fairy tale will be added on Dec. 1 to a repertory that already includes "Jenny Kissed Me," "The Bishop's Candlesticks" (a one-act drama for schools and churches), and the English hit, "See How They Run." The latter opened last week (3) at the Grove Park Inn in Asheville for the benefit of the Thomas Wolfe Memorial Assn.

ATPAM Gets Two Bids Under 'New Blood' Clause

Two new candidates are being presented for admission to the Assn. of Theatrical Press Agents & Managers under the union's "new blood" clause. They are Oscar Oleson and Charles Mooncy.

Oscar Oleson and Charles Mooncy.
Oleson will be sponsored by producer Robert Whitchead, for whom he is general manager. He is slated to be company manager of Whitchead's production of Liam O'Brien's "The Family Man."
Mooney will, he sponsored by producers Richard Aldrich & Richard Myers, for whose presentation of "Dear Charles" he's set to be company manager. He has been manager the last two summers at Aldrich's Cape Playhouse, Dennis, Mass.

Handlesman in Hosp

Sam Handlesman, manager last summer of the Theatre-in-the-park, Philadelphla, underwent an operation Monday night 99 at Roosevelt Hospital, N. Y., for acute ulcers. His condition was said yesterday (Tues.) to be satisfactory. Wellknown In the trade of a

Wellknown in the trade as a Broadway general and company manager, Handlesman was appoint-ed menager of the tent theatre in Fairmount Park, Philly, by Theron Bamberger, executive director of Bamberger, executive director of the project. He succeeded the late Forrest Haring on the assignment. With the recent death of Bamberger, Handlesman was named execuer, Handlesman was named execuPlaywright and Theotre Historias

Edwin Bronner

chronicles some of the fabulous flops of the past decade in a place entitled

Closed for Repairs

one of the many byline pieces in the upcoming

48th Anniversary Number

VARIETY

Barely 200 Tickets Sold For American Savoyards In Pittsburgh Debut

Pittsburgh, Nov. 10.

Biggest theatrical bust here in Biggest theatrical bust here In years was engagement of American Savoyards at Mt. Mercy College Auditorium, where Gilbert and Sullivan troupe played four performances last week, three evenings and a matinee. Company took one of the worst beatings on record.

pany took one of the worst beatings on record.

Premiere, with "The Mikado," drew less than 35 people and remainder of the run was little better. Doubtful if the four performances drew even a total of 200. Local stay was to have been ur der the auspices of Francis Mayville and his International Repertory Company, but it's understood Mayville wasn't financially involved in any way but merely agreed to handle the advertising and ticket sale for the Savoyards. On the last night of the stay, Mayville had another attraction, the Slavenska-Franklin Ballet, egainst the Gilbert-Sullivan troupe at nearby Syria Mosque. It was a bo, bust, too, after having done last season.

ABBOTT DROPS PLANS FOR 'TOWN' REVIVAL

George Abbott has dropped tentative plans for a revival of "On the Town." After discussing the project with choreographer Jerome Robbins, composer Leonard Bernstein and librettists Betty Comden and Adolph Green, the producer-director decided that four years would be too soon to try to follow such a strong picture edition as Metro's Gene Kelly-Frank Sinatra starrer. The original production was in 1944-45.

nal production was in 1944-45.
Abbott is not considering a revival of another of his former nusicals, "Best Foot Forward," by John Cecil Holm, Hugh Martin and Ralph Blane. Such a venture was recently suggested to him, but he's not interested unless a major femme star is available. Rosemary Lane starred in the 1941-42 original, in which June Allyson and Nancy Walker first drew attention.

Brian Aherne Steps Into 'Escapade' in Hurry-Up

Escapade in Hurry-Up
Because of the substitution of
Brian Aherne for Roger Livesay as
male lead, the premiere of "Escapade," Roger MacDougall comedy,
has been postponed from tomorrow
might (12) until next Wednesday
(18) at the 48th Street, N. Y. Livesay withdrew last week during the
Boston tryout to return to England for an operation on an Intestinal tumer. tinal tumor. Ursula Jeans, Mrs. Livesay

Ursula Jeans, Mrs. Livesay, is re-maining in the Afred de Liagre Jr.-Roger L. Stevens production as costar with Aherne, Factor in Aherne's willingness to take over the male lead in the show on such short notice is presumably that he is de Liagre's brother-in-law.

Not the Type

Not the Type

"American Gothic," previously unproduced play by Victor Wolfson, was slated for an off-Broadway tryout opening last night Tues,) at the Circle in the Square, in Greenwich Village, N. Y.

Management took display ads in the N. Y. Times and Herald Tribune drama sections last Sunday (3) to plug the show. Title in the copy was printed not in Gothic, but Cloister type.

Inside Stuff—Legit

Pittsburgh booking of "Pal Joey" at the Nixon has been in a state of confusion for some time now. Originally booked in for a single week at Thanksgiving time, opening Nov. 23, Gabe Rubin, operator of the Nixon, persuaded the producers to stay a fortnight instead, blacking out a previously-penciled stand in Canada. Newspapers were notified that the stay was to be extended, and two or three days after running the story were told that "Joey" was back to a single week again. That's the way it stand now. With Harold Lang's imminent departure for London to play the lead in the show over there, it's understood that "Joey," which has been doing in-and-out biz on the road since leaving the West Coast, may wind up its tour in Pittsburgh.

Commenting on the sad state of the travelling drama, the Kansas Clty Star editorialized on Nov. 5 that the college theatres alone were keeping the legit stage alive. Current in the K. C. area at present: "The Grass Harp" by Truman Capote, University of Kansas City: "Harvey," at the Central Missouri State Teacher's College, Warrensburg, Mo.; "The Glass Menagerie" at the University of Kansas Theatre, Lawrence; "Moon is Blue" at the Resident Theatre; "Male Animal" by the Praging Players. the Prairie Players.

Revival of "due bill" gadget prevalent during the depression and new slant on legit twofers is making the rounds in Buffalo currently. Promoters are offering booklets for \$3 cash containing \$6 worth of tickets including one hockey game, 1 legit show ("Twin Beds") and two first run picture admissions.

Americans attending theatres in London who get locations in the "air-line" from the restroom facilities complain of the failure of British showmen to prize or employ disinfectant!

Legit Bits

An American cast, headed by Ina Claire, Claude Rains and Blaine was ill... Lee Graham is Douglas Watson is slated to appear in "The Confidential Clerk," new T. S. Eliot comedy to be presented by the Whitehead-Stevens Productions and Henry Sherek, Feb. 3, probably at the Morosco, N. Y.... Phillip Bloom is p.a. for Richtons and Henry Sherek, Feb. 3, probably at the Morosco, N. Y.... Phillip Bloom is p.a. for Richtons and Henry Sherek, Feb. 3, probably at the Morosco, N. Y.... Phillip Bloom is p.a. for Richtons also set the week of Deck—Hall, N. Y.

Virginia De Luce out of "New Faces" in Chicago last week to visit her fiance Ric Ricardo at his scheduled production, in partnership with Anthony B. Farrell, of the musical, "The Great Caresse," to co-star Betty and Jane Kean.

British director Peter Cotes will be considered to a production today (Wed.) in Hoily-wood of the musical, "The Great Caresse," to co-star Betty and Jane Kean.

to co-star Betty and Jane Kean.

British director Peter Cotes will stage the David Aldrich-Anna Wiman production of "Sodom, Tennessee." William Berney-Howard Richardson drama due on Broadway early in February . Actress Ginger Russell was in Detroit last week to see her husband, actorwiter Gordon Russell, a member of the east of the touring "Children's Hour" . Tentative deal for Greek star Katina Paxinou to appear in "Colombe" has fallen through because of complications over her release from commitments in Athens.

Richard Clemmer and Walter

in Athens.

Richard Clemmer and Walter Ware have optioned "Whisper to Me," Greer Johnson's dramatization of a William Goyen story, "The Letter in the Cedarchest," for Broadway production this season, probably in association with an established legit management ... Having dropped plans to tour his production of Arthur Miller's "The Crucible," Kermit Bloomgarden has returned \$30,000 of the \$75,000 investment to the backers, so the show represents a \$45,000 loss ... Anderson Lawler will be associated with Cheryl Crawford in the production of "Oh Men, Oh Women."

No closing statement has been

in the production of "Oh Men, Oh Women."

No closing statement has been issued on "Carnival in Flanders," which folded Sept. 12. Last statement on the Paula Stone & Mike Slorne and Burke & Van Heusen production was dated Aug 1... Former Broadway producer-director Day Tuttle, now a member of the Smith College faculty, is on the last lap of a novel about show biz ... Elsa Shelley gave a reeding of her plays recently at Margaretville, N. Y... Dorothy Stewart, U. S. representative for the Australian legit firm, J. C. Willianfson, has written a song (both music and lyrics) tilled "Ti-aire Tahiti," which has been cut into the sound track of the South Sea island travelog, "Tangatika," curently playing in New York, It will be published by Laurel Music.

George Axelrod, author of "Soven Vear Heb." is his own

rently playing in New York, It will be published by Laurel Music.

George Axeirod, author of Seven Year Itch," Is his own severest critic, having withdrawn his new comedy. "Phifft," on the Burr and John Byram, because le was innestisfied with it... Charles R. Meeker Jr., managing director of the State Fair Auditorium, Dallas, in town to catch the new shows... William Levine, house manager of the Belasco, N. Y., is doubling as general manager for "End as a Man," succeeding Paul Yroam, who resigned, Vince Meknight is company manager of the Claire Heller production and Max Eisen continues as pressagent.

British soubrette Joyce Blair, who has made a career of playing American girls in London Siows, substituted as Miss Adelaide in the West End production of "Guys and blast the Royal, Birming."

Actor Philip Terry purchased "The Truth About Ann," by Thomas Lennon, for Broadway production late this season.

GROUCHO RUES LEBLANG: KRASNA CHIMES IN

On his annual trip to Broad-way, expatriate Groucho Marx brings up his pet project once again—the revival of the Joe Lebrings up his pet project once again—the revival of the Joe Leblang system of twofers or any other cutrate system which would succor in-between legit shows and permit students, white-collar people and others in moderate circumstances to "enjoy the legitlmate theatre." Says the comedian, "Many a show went over with a Leblang in the old days. Look at today (New York's first snowstorm)—unless it's a hit the kind of 'interesting' shows I'm also seeing, like 'Take a Glant Step' and 'End As a Man,' must suffer." He argues against the premise that Broadway legit "today is either a smash, where you can't get in, or sudden death; because it doesn't have to be that way always. A Broadway movie now costs \$1.80 to \$2.40, but if two-forones were offered, as in the old Gray's Drugstore and Leblang days many worthwhile legit shows would get that patronage. It

ones were offered, as in the old Gray's Drugstore and Leblang days many worthwhile legit shows would get that patronage. It would be a healthy thing, too, because as these people prosper they'll be the \$4.80 and \$6 ticket-buyers of the future, and in the meantime their appetities for legat are being whetted, and the living stage is getting its opportunity for survival—not just the smashes.' Norman Krasna was part of the discussion and contended that if his new play, "Kind Sir" didn't have the \$600.000 advance sa'e that it did, because its two stars, Mary Martin and Charles Boyef, were so potent, then possibly his play, too, which got poor notices, night fall in the Marxian category.

SYNDICATE'S SCRIPT SQUABBLES

L'ville, Self-Rated Good Show Town, Is Frustrated by Many Cancellations

Louisville, Nov. 10.

Outlook for local roadshow season is pretty bleak. Memorial Auditorium's most recent cancellation is "Dial 'M' for Murder." Previous cancellations had been received on Fujiwari Opera Company's projected booking of Madam Butterfly," originally skedded for Oct. 7. "Four Poster," which was inked for Oct. 9-10 also was lopped off the list, as was 'Moon Is Blue." Management states no reasons were given for the various cancellations.

Only remaining definite date is

the various cancellations.

Only remaining definite date is for Paul Gregory's production of the reading of the "Caine Mutiny Court Martial," and a tentative three-day return of "South Pacific" sometime in January.

cific" sometime in January.

Lack of shows this season is disappointing to many regular theatre goers, with result that a considerable amount of amusement spending will be diverted from the Louisville area to neighboring (107 miles) Cincinnati. Librarians tell of "distress" of people who never or seldom see tourning legit and have to be satisfied with reading plays, or seeing them mangled by local amateur groups. Of which there are several hereabouts with earnest but incompetent factors.

Louisville has a rep for sup-

petent actors.

Louisville has a rep for supporting top notch attractions, and
even inferior productions find an
audience due to a yen for prolessional shows.

Marion Davies Invests \$180,000 in Nephew's Operetta of 'Kismet'

Operetta of 'Kismet'

Backers of 'Kismet'." operetta
version of the old Edward Knoblock drama due to open Dec. 3 at
ine Ziegfeld, N. Y., include Marion
Davies, aunt of Charles Lederer,
the show's producer and co-author,
who is investing \$180.000; Kenneth
Raine, representing Columbia Records, which will publish the original cast album, \$12.500, and David
X. Marks, representing the Los Angeles Civic Light Opera, \$57.500,
venture, capitalized at \$25.500,
venture, capitalized at \$25.500

Marion Davies' late sister, Reine, a vaudeville single, was the wife of George Lederer, vaude and legit showman.

LONDON 'SKETCH' IN

There has been a week of open front page warfare between the oditor of the Daily Sketch and the Society of West End Theatre Managers over the sheet's drama critic, kenneth Tynan. Last week the Society sent a personal letter to the editor in which, according to the newspaper, "reflections were cast upon Tynan's critical integrity and capacity," Permission to reproduce the letter in the paper was withheld and this has led to a flood of correspondence.

On Thursday (5), the manager

On Thursday (5), the manager-ody again considered the matter but subsequently told the Sketch there was nothing to add to earlier

correspondence.

In a front page four column splash last Friday headed "Tynan: We say it again—Underhand and contemptible." the London news steet says it "regrets the decision of the Society not to allow publication of the correspondence and renterates its view that that method fattack on Tynan was underhand and contemptible."

Montreal's French Lineup

Montreal's French Lineup
Montreal, Nov. 10.
Le Theatre du Nouveau Monde,
Montreal's most enterprising acting group, opens season Friday
(13) with "Philippe et Jonas" a
translation of Irwin Shaw's "The
Gentle People." Following this,
the company will do Moliere's
"Don Juan"—and two short Canadian plays "Une Nuit d'Amour"
by Andre Langvin and "La Fontaine de Paris" by Eloi de Grandmont, one of the founders of the
Nouveau Monde Theatre.
Outfit will windup their season
with "The Playboy of the Western World" which has been translated into French by Maurice
Bourgeois.

Gesu Theatre has been refurbished. Director remains Jean Gascon.

Australian Child Rules Balk 'King'

Stage mamas are delaying the reduction of "The King and I" a Australia.

Wrinkle in the situation is that

Wrinkle in the situation is that under Anzae regulations, moppet parts must be triple-cast, as working hours for kids are limited to about one-third. Excess of J. C. Williamson, the legit firm that tours most shows Down Under, could probably face the prospect of 39 youngsters for the 13 juve roles in "King." but the idea of that many doting mothers backstage is too much. too much.

too much.

Ultimately, it's figured, something will be worked out to enable Williamson to do "King," An obvious solution might be to cast the moppet parts with midgets. That would, at least, get around the stage mamma difficulty. But it would presumably be tough to cast Siamese-looking performers, both young and old, because of the stringent Aussie laws excluding the entry of Orientals. Getting enough suitable midgets, therefore, might be practically impossible.

eneugh suitable midgets, therefore, might be practically impossible. Otherwise, "King" appears to be a natural for Australian production, and Williamson is anxious to dope out some way of getting it. The musical, based on Margaret Landon's novel, "Anna and the King of Siam," not only has a Siamese locale, with which Australian audiences are presumably lian audiences are presumably somewhat familiar, but the yarn's British Empire flavor would likely bullseye Down Under as it has in DEFENSE OF TYNAN London.
All Rodgers-Hammerstein

All Rodgers-Hammerstein importations have been enormously popular in Aussie, including "Oklahoma," "Carousel" and "South Pacific," Latter's South Pacific locale was especially suitable for Down Under, and there was no impleasant reaction to its strong theme of racial tolerance.

'SHOLOM ALEICHEM' SEQUEL

Part of Producers' Profit For Additional Production

A portion of the producers end of the profits on "The World of Sholom Aleichem," currently at the Barbizon Plaza theatre, N. Y., is being set aside for the underwriting of new works, Rachel Productions, outfit presenting "Aleichem," is currently working out a deal with a composer for a new musical, with the producing orgunderwriting the project.

Also, a longhair work, the com-

SHUBERT RIVAL GETS GOING

By HOBE MORRISON

By HOBE MORRISON

Syndicate recently formed by
Roger L. Stevens, Robert Whitehead and Robert W. Dowling for
the production of plays and operation of theatres is apparently already having policy-decision difficulties in both fields. Chief wrinkle in both categories seems to be
over the choice of shows.
Whitehead and Stevens, in

kle in both categories seems to be over the choice of shows.

Whitchead and Stevens, in charge of the production phase of the firm's activities, have had trouble agreeing over scripts. For example, Whitchead was enthusiastic over. "Stars in a Person's Backyard," by Jay Presson, but although the play was announced when the entire syndicate setup was formed, it has not gone into production and is apparently shelved at least temporarily, while other plays are in preparation.

As another case, Stevens has been bullish on the Jane Bowles play, "In the Summer House," and sponsored a tryout in association with Oliver Smith last summer at the Ann Arbor Drama Festival. However, Whitehead reportedly furned it down for the syndicate, as Stevens, seemingly reluctant to lave his name on the venture personally, recently arranged for the Playwrights Co., of which he is a member, to be associated with Smith in the production.

Two Plays Set

Two Plays Set

There is evidently agreement be-tween Whitehead and Stevens on Liam O'Brien's "The Family Man,"

Continued on page 68)

'CUYS AND DOLLS' HOT WEATHER LOSS \$46,028

"Guys and Dolls," Cy Fener Ernest H. Martin production of the Ernest H. Martin production of the Frank Loesser-Jo Swerling-Abe Burrow musical comedy, had an operating loss of \$32.897 for the five-week period ended Oct. 3. That brought the net loss to \$46-028 for the June-September period and reduced the net profit to \$1, 691.443 to date. The show has dis-tributed \$1.548.192 profit on its \$250.000 investment.

For the five-week span in September, the Broadway production of the show crossed \$129,484 for a \$9.713 operating loss, less \$283 in-\$9.743 operating loss, less \$233 income from souveille program revally and plus \$275 N. Y. State unincorporated business tax. That brought the net profit to date to \$911.583 on the company.

For the same period the toucing troupe grossed \$104,897 for a \$24-166 eperating loss, less \$425 in-come from sonvenir program roy-alty. That brought the net profit to date to \$779,860 on the company.

The road edition closes Nov. 21 in Atlanta, Ga. The Broadway production closes Nov. 28 at the 46th Street, N. Y. and then goes on a tour of middle-Atlantic and New England cities not previously played by the musical.

Rodgers-Hammerstein's Steinbeck **Musical Initiated by Feuer-Martin**

Elect Leland Hayward

Leland Hayward was elected prexy of the League of New York Theatres yesterday (Tues.) at org's annual meeting, He succeeds Arthur Schwartz, who's retiring from the post after a tenure of three terms. Louis Lotito and Lee Shubert were reelected veepees and Gilbert Miller and Herman Shumlin were reclected treasurer and secretary, respectively.

New members elected to the Board of Governors were Herman Levin, Robert Whitchead and Irving Maddman.

Kerr Sees Tail End of Legit **Creative Cycle**

by Walter F. Kerr, New York Herald Tribune drama critic, via a WCBS-TV symposium, on "The First time of the New York Theare" Saturday (7). According to Kerryho's also a plawnoist-director and a former head of Catholic U's (Washington) drama department, present-day legit is tollowing the same pattern as the Greek and Shakespearean theatres. Both, he noted, had limited life sams with the former running around "O years, while the latter lasted from 30 to 40 years. ald- Tribune dranta critic, via a

Kerr tabled today's theatre as being 70 years old and telt that plays today fail to create an at-no-phere of excitement, in that plays today fail to create an at-mosphere of excitement, in tha there's a feeling that the subjec-matter and theatrical accountry means have been yound be long He also fell that eventually play wrights would come up-with sone thing different, but was in the dark as to what it would be

others, involved in the video parley, which was spotted on the show, "An Eye on New York," were producer Gilbert Maler, publicist Barry Hyanis, Mr. Men-tin Beck, chairman of the Amersshow, "An Eye on New York," were producer Gibert Maller, publicist Barry Hyams, Mr. Maler, publicist Barry Hyams, Mr. Mortin Beck, claiman of the American Theatre Wing, and program's moderator Bill Leonard. Decreasing with Mass apposed to relate to the future of Golbani legal, walconfined mostly to the "invalides" present Status.

S10,060 To Monot Hit.

Maller discussed the locker in

Miller discussed the licke in production costs via comparators of his present day offerings to those put on by him in the past Producer cited a period 25 pear ago when he had four hits rimaning, each put on at a cost of \$10 - 000. Quartet of shows, he stated

Rodgers & Hammerstein's next musical will be based on a John Steinbeck story, using characters from his "Cannery Row" novel. R&H will write the show and also produce it, with Cy Fener and Ernest II. Martin having a financial interest. It's untilted as yet.

Setup involves one of the most unusual switches in legit history, as Feuer and Martin, after working on the project for more than a year, turned it over to R&H on the ground that it would be a natural for the latter, Oscar Hammerstein 2d will adapt the cook from Steinbeck's manuscript, and will also supply the lyries, with Ælchard Rodgers composing the music. Show is slated for production early in 1955.

Entire project originated during the summer of 1952, when Feuer and Martin got the idea of a musical based on "Cannery Row." They approached Steinbeck, who renthased over the suggestion. In subsequent discussions it developed that the original "Cannery" yarn was not quite suitable for stage adaptation, so Steinbeck undertook to write a new story using the same characters.

Shaping Novel

As this sequel developed, with

same characters.

Shaping Novel

As this sequel developed, with
the addition of an important fermuse
character. Steinbeck visualized it
ts the basis of a new novel, the
completed a first draft of about
100,000 words and is now rewriting it for publication by Viking
Press under a title to be selected.
Ener and Martin, meanwinle, car(Continued on page 68)

(Continued on page 68)

Aldrich & Myers Beg Times, Trib to Refrain

From More 'Girl' Copy
Richard Addrich and Richard
Myers, associated with Julius
Flei chamain in the production of
"A Garl Con Tell," at the Royale,
N.Y., sent letters last week to
Brooks Alk'nson, drama critics of
the N.Y. Times, and Walter F.
Kerr, of the Herald Tribune, asking them not to devote their estmore for last Similary's (B) diamasections to the F. Foigh Herbert
comedy Both cratics had panned
the show severely in their original
reviews.

the play's notices, the producers con'dn't expect to make a profit on it, but that the initial becomes on it, but that the initial boxoffee it poince way promising. It add defect the show could be missel soon for a run it would provide employment for the actors. Note had no effect, as both critics had no effect, as both critics had receive written their columns for Sanday. Attention on an entirely different subject and kerr merely usingling. "Gill" in comment on the previous week's three Burdeyay openings. The New: John Chepman, however, continued to pile it on.

Leblang's Formulates Preview Club

Acquires Show-of-Month List — Scheme Would Obviate Road Breakins Via Cutrate Audiences

The enetime cutrate ticket was employed last year for "With brokerage house. Leblang's, when now operates as an orthodox agency, has acquired the definict Show-of-the-Month Club's mem now persists as an orthodox agency, has acquired the definict Show-of-the-Month Club's mem now probably be ready for Isunching the should be ready for Isunching the should be should be seen that the little of creating a pool of paying customers large enough to fill a given theating a pool of paying customers large enough to fill a given theating one to two weeks. With that when the project's ready to roll, kind of patronage backlog it's figured legit plays could eliminate the costly out-of-town breakins and substitute a fortnight of Broadway the full benefit of a cut in the book by Joseph Fields and Jerome Chodorov, with music by Leonard Benesten and lyrics by Bentsin and Jories by Betty Comparing about \$8,500 a week at the Winter Garden, N. Y. The Rosalind Russell Starter grossed \$219,922 biringing the total gross for the 238-per formance run to date to \$1,629,-334 and earned \$33,823 profit. The show cost \$22,672 to bring to Broadway, including \$6,631 tryout loss.

'WONDERFUL TOWN' IS **NETTING NEAR \$8,500**

Final installment of \$50,000 has been repaid on the \$250,000 investment in "Wonderful Town. production had carned an additional \$53.167 profit. version of "My Sister Eileen." with Look by Joseph Fields and Jerome

ma Gordon production of comedy in acts, by Howard Teichmann and earge S. Kaufman. Stars. Josephine Hultstures Loring Smith, Stared by Relatives Loring Smith, Stared Smith, N.Y., Nov. 5, 23; 4044.80 (96 topt. John Blessington Geoffrey Lumbfred Metalfe Wendell K. Phillips arren Gillie Renamental Laura Pastridge Josephine Hullst Shotgraven Mary Welderk Jenkins Jack Ruth vs. LArrice Charter Laura Pack Ruth vs. LArrice Charter Stare Smith Renamental Charter Smith Rename

Woman : Cloria Maitland
Bill Parker Henry Norell
Dwight Bruokfield Mark Ailen
Estelle Evans Lorraine MacMartia

Josephlne Hull is wonderful. Given a reasonably funny play, she can create a spell of endearing nonsense that will ignite a theatre and send an audience home chuck-ling.

ling.

In "The Solid Gold Cadillac," a farce by Howard Teichmann and George S. Kaufman, which Max Gordon bronght to Broadway last week, the star is at her virtuoso loonlest, Motherly, fussy and unerringly precise in handling comedy lines and business, she waddles about the stage, looking helpeless, worried, innocent, relieved and blissfully funny. If "Cadillac" were as solid and golden as the actress, it would have the reconverted-from-radio Belasco Theatre bulging with convulsed playgoers indefinitely. As it is, the Telchmann-Kaufman shamanigan never quite knocks the au-

is, the Telchmann-Kaufman shi-nanigan never quite knocks the au-dlence into the aisles, but it's probably daffy and enjoyable enough for a substantial run. It's also a prospect for screen adapta-tion and stock

also a prospect for screen adapta-tion and stock.

Miss Hull as the roly-poly minor stockholder who attends the an-nual meeting of a multi-billion dol-lar corporation ("if General Prod-corporation the product of the prolar corporation ("if General Products Corp. doesn't make it, there's no money in it"), asks a few questions and stampedes the directorial brass. The authors have provided her with some deliciously dizzy stuff, as when she tells a talent agent who has phoned that she won't pay him a 10" commission on her \$150-a-week job with the corporation. "Go ahead and take me off your list," she snaps, "You haven't gotten me a job for six years, anyway—not even modeling."

haven't gotten me a job for six years, anyway—not even modeling."

Among the other laughable bits are the one in which the, extrouper tells the corporation bosses who have just fired her, "The way you're running the company it'll probably close Saturday night," or the solo scene in which the actress clears ont the improbable contents of her desk as she prepares to leave. If "Cadillac" is not consistently hilarious, it does give Miss Hull enough to do to tickle an audience

Loring Smith, as a bulldozer business man who has guit the corporation to become Secretary of Defense ("the Senate made him take a \$3,000,000 profit on his stock before they'd jet him take before they'd jet him take before they'd jet him take over it"). Is an admirably foil for the soft, brilliantly-timed playing of the star. There are also amusing performances by Geoffrey Lumb, Wendell K. Phillips, Reynolds Evans and Henry Jones as anctimonions corporation heads.

A sound-track commentary spoken by Fred Allen is briefly divert-

A sound-track commentary spok-en by Fred Allen is briefly divert-ing, but becomes somewhat mo-notonous after a few scenes, and an added touch are some specially-filmed spots shown on a screen as notonous after a few scenes, and an added touch are some specially-filmed spots shown on a screen as television newscasts. A hokum bit of oratory, titled "Spartiens to the Gladiators," delivered by Smith was written by Marc Connelly, Edward Gilbert designed the various settings and co-author Kanfman staged the show.

Hobe,

Joshua Logan production of comedy in hire acts, hy Norman Krisma. Stars hard Martin and Charles Bover, formers from Comment Control Robert Ross Stages I by ogan; setting and lighting, Jo Michan syotemes, Main Bother; associate producer-director, Marshall, Jamison, Midn. NY, Nov. 4, 53; 86 \$440 top 37 20 opening.

Krasna's script is nothing, just nothing. Perhaps not since the innocent, tinsei heyday of Ferenc Molnar has an established dramatist offered a piay as thin and frothy as 'Kind Sir.' The comedy involves an embarrassingly trite situation, cardboard characters and superficial dialog decorated here and there with bright little quips.

But Miss Martln and Bover are

superficial dialog decorated here and there with bright little quips. But Miss Marth and Boyer are scintiliating and captivating, and for the general public that and the eye-popping production may be enough. At any rate, the huge advance sale and indicated broker and boxoffice interest since the premiere guarantee a substantial run for the Alvin Theatre and probably another, hit for producer-director Logan.

There's little to say about the "Kind Sir" situation (it can't honestly be called a plot except that it involves the love affair of a idolized but bored stage star and a debonair ex-banker diplomat, with their small jealousies, spats and reconciliations. It seems incredibly empty and old-fashioned. But Miss Martin is skillful, infectious and adorable, and Boyer deft, vital and (there's no other words for it charming. With such major league experts as Dorothy Stickney, Margalo Gillmore, Frank Conroy and Robert Ross to help keep the triviality affoat, and the

Conroy and Robert Ross to help keep the triviality affoat, and the physical production to dazzle the eye, the Krasna opus should go down in the records as a money-maker.

Incidentally, Marshall Janusson, Logan's assistant, who took over the staging several weeks ago when the latter collapsed from nervous exhaustion, gets program credit as associate producer-direc-Hobe. Incidentally, Marshall Jamison,

The Trip to Bountiful

Theatre Guilt & Fred Cee production I drama in three acts, by Horton Fonce, tars Lillian Glish features Jo Van Fleet, ene Lyons, Eva Marie Saint, Staged by Incent J Donebue; settlenes, Ots Riggs stumes, Rose Bogdanoff, lighting, Feggy stumes, Rose Bogdanoff, lighting, Feggy 18, 48 ft top 18, 48 i. 54.80 top 156 opening:

sc. Carrix atts | Lillian Gish
Gene Llous
Stell Mark atts | Jo Van Fleet
Island | Yan Fleet
Island | Yan Fleet
Island | Yan Fleet
Island | Yan Heet

Neil Laurence, liclen Corles, We'll apparently have to wait a little ionger for television to revive poor old legit. At least, if video is to be the salvation of the stage by serving as a developing ground for scripts and authors, it'll take more than "The Trip to Bountiful" to demonstrate it. Meanwhile, "Dial M for Murder" remains the prime TV-to-legit click, as a boxoffice commodity for Broadway, "Bountiful" doesn't stack up. Nor is it a prospect for the road, films or stock. Its primary interest to the trade, therefore, is as a TV-to-legit guinea pig. On that basis, its significance seems negative.

As a logit script, the Horton

that basis, its significance seems negative.

As a legit script, the Horton Foote drama is an overlength one-act play, as padded as an overstuffed sofa and not much more varied. It's the story of a gentle, resigned old hady, living unhappily with her weak, uncomplaining son and shallow, nagging daughter-in-law. After 15 years of hoping and scheming, she runs away for a last glimpse of her girlhood home at a place called Bountiful.

Since the three principal characters are quickly established and are unchanged by anything that happens to them thereafter, and ative, as a legit script, the Horton

ters are unree principal characters are quickly established and are unchanged by anything that happens to them thereafter, and since practically every point is made over and over again in the dialog, the yarn boils down to little more than a one-note dirge. Moreover, with the final curtain showing the old lady starting back to end her days in the veritable torture chamber with her son and daughter-in-law, the letdown makes the three-act trip seem hardly worth the effort

Jushua Lozan production of comody in three acts. In Norman Kasna, Stars Mary Martin and Charles Bover, features Bover, features Bover, features Bover, features Bover, features Bover, features Mary Martin and Charles Bover, features worth the effort.

Orn the other hand, Norman turns of the production, including the solid supporting cast, Joshua Logan's potent direction, On the other hand, Norman turns for the production, including the solid supporting cast, Joshua Logan's potent direction, On the other hand, Norman turns for the production, in the other hand, Norman turns for the production, including the solid supporting cast, Joshua Logan's potent direction, On the other hand, Norman turns for the production, on the other hand, Norman turns for the production, on the other hand, Norman turns for the production of the productio

Veteran Leaitimate Showman

Ralph T. Kettering

, recaps why today's

Accent on Plays and Players

is one way to cut production costs

on editorial feature in the

48th Anniversary Number

VARIETY

to have been of much use. Even after the video test and the straw-hat presentation, "Bountlful" involved a \$70,000 investment for Broadway, including a standard tryout tour and the customary loss thereby involved. So, aside from getting the author a TV performance fee and probably limited royalties from the resultant legit production, the orthicon break-in doesn't seem to have accomplished much.

Quality of the stage production Quality of the stage production is generally good. Under the careful staging of TV director Vincent J. Donehue, there is a luminous, emotionally true performance by Lillian Gish, as star. Jo Van Fleet offers an effective, if rather obvious, portrayal of the termagant daughter-in-law, and Gene Lyons is honest, though perhaps unnecessarily colorless, as the indecisive son.

Making her Broadway debut Eva

cisive son.

Making her Broadway debut, Eva
Marie Saint, a striking looker with
an interesting stage quality, gives
an appealing performance as the
old iady's frlendly bus companion,
and although she obviously jacks
experience, she has promise as an
actress and personality. Only
others to register are Frank Overton as a kindly sheriff and Frederic Downs as a helpful bus station attendant.

Otis Riggs, whose work has been

tion attendant.

Otis Riggs, whose work has been mostly in TV, has designed five explicitly atmospheric settings, including one bus-seat inset, Rose Bogdanoff has provided dramatically appropriate costumes and Peggy Clark has supplied fairly elaborate, rather expressive, lighting But in rather expressive, lighting. But in general, "Bountiful" is notable for what it isn't, rather than interesting for what it is Hobe.

Kerr Sees

Continued from page 65

pulled in a combined weekly gross of \$40,000. Miller stacked this up against the \$1,200,000 gross taken in by his dual production of "Caesar and Cleopatra" and "Antony and Cleopatra" during its 1951 run. According to the producer, his profit from the over-\$1,000,000 gross was \$18,000.

Among the causes of upped pro-duction costs cited by Miller was the increase in the transferring of scenery. Producer had no beef against performer's getting high salaries,

Mrs. Beck pointed up the lack of sufficient training outlets for young talent. She also took ex-ception to howls over high b.o. ception to howls over high b.o. prices by showing stubs from a 1928 musical production that went at \$6.60 top. Point made by her was that a \$7.20 ticket today includes a \$1.20 tax bite, whereas the \$6.60 stub had a 60c tax lien.

Hyams discussed public's hit consciousness and also expressed the view that people have less money to spend on entertainment now than in the past,

Fiscal Facts On Shubert Theatres

Select Theatres Corp., Shubert-controlled theatre operating corp., had \$644,290 profit from operations for the year ended last June 30, according to its annual statement issued recently. Operating lincome for the previous year was approximately \$556,000. The stock has never paid any dividends. Current Assets

Current Assets

After deducting \$92.882 for interest on mortgages, \$5,709 for other interest, \$95,837 for depreciation and \$21,750 for N. Y. State franchise tax, pius \$215,000 provision for estimated Federal income tax, there was \$213,111 net income, equal to 95c a common share, transferred to earned surplus. That compared with \$194,008 net income, or 86c a share, the year before. Assets totalied \$7,374,841. Current assets of \$3,501,347 included \$3,001,814 cash, \$201,386 in U. S. bonds, \$257,113 accounts and notes receivable and \$41,035 in productions. Investments totalling \$102,712 included \$16,537 mortgages receivable and \$86,174 other.

other.

Fixed assets totalling \$3,717,331 included \$3,672,116 in theatres and real estate, \$37,581 leasehoids and improvements and \$7,634 in motor vehicles, furniture and fixtures, all less reserve for depreciation. Other assets totalling \$53,451 included \$5440 lease and security deposits, \$17,338 prepaid rent, \$35,572 unexplred insurance premiums and \$1 for film and stock rights, trade names and goodwiii.

Current Liabilities

Current Liabilities

Current liabilities totaling \$1.651.479 included \$196.535 in admissions taxes and income taxes withheld, \$335.782 accounts payable, \$120,000 notes and loans payable, \$39,300 mortgage installments payable, \$607.785 interest, taxes and expenses accrued, \$338.719 Federal income taxes payable and \$13,358 deposits payable. There was also deferred liability of \$349,954 in the form of interest accrued on mortgage payable. Mortgages payable totalled \$1,900.235, including open mortgages of \$250,000 and \$480,000; mortgages of \$40,000, \$75,000, \$170,000 and \$185.235 due in 1954, and a mortgage of \$700,000 naturing in 1957 (theatres represented were not specified in the statement).

\$300,000 Reserve

There was \$300,000 reserve for contingencies, and \$400,000 capital stock, including 40,000 authorized and 38,000 issued and outstanding preferred of \$10 par value 65 non-cumulative, all amounting to \$380,000, plus 200,000 authorized and outstanding common of 10 cents par value, amounting to \$20,000. Capital surplus was \$227,279 and earned surplus totaled \$2,545,894, including \$2,328,778 baiance from the previous year, plus 4,006 net credit adjustments prior years and \$213,111 net income for the year ended tast June 30.

Lee Shubert is president of the company, with J. J. Shubert vice-president, attorney Milton R. Weir secretary and John F. Waters treasurer.

Play Out of Town

Anderson's Almanae Boston, Nov. 5.

Billy DeWalfe, Hermione Gingold, Belafonte, Polly Bergen, Orson Cast: Billy DeWalfe, Hermione Gin Harry Beldfonte, Polly Berren, C. Bean, Anci Cramptan, Carleton Ca Lipton, Hirry Snow, Tina Lonise, Becker, Dorothy Dushak, Greb L Hona Mural, Margot Mers, Owen son, Gloria Smith, Jimmy Albright, Kalph McWilliams, Job Sanders, Ja-Ralph McWilliams, Job Sanders, Ja-kline Mickles, Colleen Hutchins, Mor Van Voaren, Siri, Larry Kort, Bob George Roeder, Jay Harnick Ken Urnston, Toni Wheelis,

At the opener here John Murray Anderson's "Almanac" was of encyclopedic length, its 15 "pages"—which is to say scenes-occupying no less than three and a half hours. And if by midnight the senses could no longer stand up to the onslaught of the scenes, one thing was clear: there's enough good stuff in it to insure an extended Broadway run.

At the moment it is the people.

good stuff in it to insure an extended Broadway run.

At the moment it is the people rather than the stuff that stands out in this spectacular enterprise, and the chiefest of these are Hermione Gingold who, in her second try, has clearly made the transition from London wow to American success, and Billy DeWolfe, who demonstrates that the musical stage is made for him. Harry Mimmo, Harry Belafonte, Nanci Crompton, Orson Bean, Elaine Dunn and Carleton Carpenter and other standout, too. That includes Polly Bergen, Tina Louise and Celia Lipton.

A levue with a slight narrative ginmick in a series of none-too-successful seenes involving the career of Miss Rhinestone of '53. Citna Louise) the "Almanac" consists of fairly topical sketches, divertissements and specialties under such headings as "Shipping News," "Best Seller," "Cartoon," "Weather Report," "Folklore," etc. As it now stands the only really successful numbers are the sketches involving Hermione Gingold and Billy DeWolfe either solo or together, and specialties, unvolving the grotesque anties of Harry Minnmo or other solo personalities.

The music is relentlessly humdrum throughout with cells and the standard of the conditions of the conditions

Harry Minimo or other solo per-sonalities.

The music is relentlessly hum-drum throughout with only one tune of any consequence. Lyrics more often than not are even hum-drummer. The bailet numbers, which are exceedingly beautiful to

spired. Often, as in such evolu-tions as "The Nightingale and the Rose," they are uncommonly tire-some. The production numbers fare a little better as a rule, espe-cially such vivid pieces as Harry Belafonte's "Calypso," an oid but always good theme.

Belafonte's "Calypso," an oid but always good theme.

When the revue settles down to a presentation of its cast in their special skills, however, it takes on a quite different tone—the tone that will in the end qualify it for a smash. Although Miss Gingold gets off to a poor start in a very so-so sketch, by the time she does her old but hilarious sketch of the iady ceitist, she's established as a comedienne of great range. Her belief the state of the iady ceitist, she's established as a comedienne of great range. Her belief the state of the iady ceitist, she's established as a comedienne of great range. Her belief the state of the iady ceitist, she's established as a comedienne of great range. Her belief the state of the iady ceitist, she's established as a comedienne of great range. Her belief the state of the s

nlest performers of this generation.

Billy De Wolfe's triumph fully
equals Miss Gingold's. He is consistently funny, whether he is
parodying "Pienic" in the best
number in the show or playing
the old butler tin the funnies
sketch to appear in a revue in
years). Near the end he does some
of his old nitery stuff solo that
could weil be omitted in such a
show, but his is a sock comedy performance throughout,
Tiny Harry Mimmo, though he
at first leaves the spectator with
mixed feelings, presently begulles
with an off-beat style that doesn't
fit anywhere in the vocabulary of
comic entertainment. He's a combination of mimic, monologist and
general factotum with singular
gestures and a magnificent celosk

general factorium in monologist and gestures and a magnificent eg. Harry Belafonte is certain to che as a personality as well in a counle of folk-like tunes of his pwn that stand as the only really original the standard or the standard or

stand as the only really originatings in the show.

Another character that grows as the show unfolds is Orson Bean, who dead-pans some before-curtain recitations in a highly agreeable way. Nanci Crompton, as the prima ballerina, is a stand-out, while Elaine Dunn and Carleton Carpenter team up for a song and dance number early in the show that keeps them on top despite a lack of really good material their-after. Polly Bergen does most of the singing and does it well, though again the material is of little consequence, while a good performer, Celia Lipton, just doesn't have anything worth doing. Tina Louise is a notable looker and per-(Continued on page 68)

'Almanac' in Moderate Hub Bow: 'Escapade' 12G, 'Misalliance' 13G

Boston, Nov. 10.
Critics reaction to John Murray nicrson's Almanae, which teed if at the Shubert Thursday (5), as cautiously hopeful, but the roduction fared only moderately the boxoffice for first four permances. "Misalliance," which as well received by reviewers, as not too staunch in its initialer the Colonial. "Escapade," in its anitials week at the Plymouth, eased our its initial week.

No openings are down for this month, although Charles Laughton standard Hall, Friday and Saturday 3-14. Katharine Cornell in "The resoft Proposals" bows into the domin lankt Monday 116 for a waveke katand and "John Brown's ody" returns to the Opera Houser one week the same night.

Estimates for Last Week

Estimates for Last Week

Estimates for Last Week

Estimates for Last week F.capade, Plymouth (2d wk) 60; 1.200 (Roger Livesey, sula Jeans). Final week grossed plutly under initialer, winding the \$12.000. House is dark cur-

John Murray Anderson's Al-anac, Shubert (1st wk) (\$4.80-\$6 (i.-Sat). Much pruning and eltening is indicated to insure sy substantial success; nabbed (3.00 for first four performances. Misalliance, Colonial 1lst wk) 3 60; 1,500. Fair \$13,000. Final eck is current.

'Pal Joev' Over \$24,000. Nabs St. Louis Plaudits; 'Detective Story,' \$6,500

Detective Story, \$6,500

St_Louis. Nov. 10.

First of two-week stand of "Pal. Joey" with Harold Lang. Carol Bruce. Harry Clark and Beverly Bozeman in the top roles at the new American theatre copped an estimated gross of \$24,000. The piece and cast copped plaudits from the crities. House is scaled to \$4.88 for this piece.

"Detective Story" wound up its two week session at the Empress Sunday (8) copping a mild gross of approximately \$6.500. Robert Alda, Frances Helm and Patricia Canty had the lead roles.

Wayne Morris is heading the cast for "Mister Roberts" that moved into the Empress tonight Fuesday) for a fortnight. The usual \$2.50 top scale prevails.

CORNELL SHOW SELLS OUT IN NEW HAVEN

New Haven, Nov. 10.

Katharine Cornell in her new ducle, "The Prescott Proposals," dd out for her originally booked bursday-Saturday premiere ped 12-14) and is expected to do a same for the added earlier orning advanced to Wednesday other row.

opening advanced to Wednesday tomorrow).

One-night stand of "Carmen Jones" in its concert version proved to be a weak bo. magnet at Shubert last Tuesday (3). The single stanza, at \$3 top, grossed a litent \$950.

Local lineup includes Charles Laughton, for a single show Sundew (15; full week of "Twin Beds." Nov. 16-21; premiere of "Oh Men. Oh Women." Nov. 26-28. Another breakin set for Shubert is "Colombe," with Edna Best and Julie Harris, due Dec. 17-19.

"Ice Follies" comes in to Archa for annual stand Dec. 13-20.

65% Profit Paid Out On \$60.000 'Season'

nother \$21.600 dividend was direcently on "The Fifth Seaad recently on "The Fifth Sea-in" the Sylvia Regan comedy co-arring Menasha Skulnik and disring Menasha Skulnik and bard Whorf, bringing the dis-uted profit to \$78.000 thus far the George Kondolf produc-

n the usual 50-50 split between kers and management, that tans a 65% profit on the \$60,000 comment. The show is currently 13 43d week at the Cort, N.Y.

Pacific' Whammo in Toledo

Toledo, Nov. 10.

It was like old times for "South after last week Rodgers-Handstein musical guessed a whopose on eight performances the Paramount here.

Talansing and Battle Creek. Maxwell auspices, grossing \$43.162 and the Company of the Charles McElrays-half and Lansing and Battle Creek.

'COLONELS,' 25G, D.C.; LILLIE SHOW, \$23,400

LILLIE SIOW, \$\frac{4}{2}\text{,400}\$

Washington, Nov. 10.

Despite a heavy snowstorm last Friday night and lots of competition, the D. C. legit houses did better than expected last week. Added to the weather in making things tough was a three-day weekend stand of "John Brown's Body" at Constitution Hall and the D. C. preem of "Cinerama."

preem of "Cinerama."

Nevertheless, "Love of Four Colonels" drew \$25.400 at the National Theatre, which was better than expected, Based on advance sales, this second and last weck of the Rex Harrison-Lilli Palmer opus looks better. This is the final session for "Colonels," which has cancelled out the remainder of its road tour.

At the Shubert Theatre, the first week of "An Evening with Bea-trice Lillie" pulled \$23,400, under the circumstances. It looks better in this second and last week.

Current Road Shows

(Nov. 9-21)

American Savoyards — State,
Portland, Me. (9-11); Opera House,
Waterville, Me. (12-13); Williams
College, Williamstown, Mass. (14);
School of Design Aud., Providence
(19-21).

School of Design Aud., Providence (19-21).

Caine Mutiny Court Martial (Henry Fonda, John Hodiak, Lloyd Nolan) (tryout)—Waco Hall, Baylor Univ. Waco 9); State Fair Aud., Dallas (10); Munic, Aud., Oklahoma City (11); Agricultural College Hall, Stillwater, Okla, (12); Music Hall, K. C. (13); Arcadia, Wichita (14); Munic, Aud., Emporia (16); Kansas State College Aud., Manhattan (17); Hoch Aud., Kansas Univ., Lawrence (18); Coliscum, Nebraska Univ., Lincoln (19); Munic, Aud., Sionx City (20); Coliscum, Sloux Falls (21) (Reviewed in Variety, Oct. 14, '53, Children's Hour (Patricia Neal, Fay Bainter)—Harris, Chi. (9-21).

Evening with Beatrice Lillie—Beatrice Lillie—Shubert, Wash. (9-14); Nixon, Pitt. (16-21).

Flameout (tryout)— Parsons, Patricol (12-14); Locust St., Phila.

Flameout (tryout) - Parsons Hartford (12-14); Locust St., Phila

Good Nite, Ladies-Aud., Oak-land (9-14).

Lood Nite, Laures Laures Land (9-14).

Guys and Dolls (2d Co.)—Temple, Birmingham (9-14); Tower, Atlanta (16-21).

John Brown's Body (Tyrone Power, Anne Baxter, Raymond Massey)—State Forum, Harrisburg (9); Agjah, Reading (10); Acad. of Music, Phila. (11-13); Rockne Half, Allentown (14); Opera House, Boston (16-21).

John Murray Anderson's Almanae (tryout) — Shubert, Boston (9-21) (Reviewed in Variety this week).

21) (Reviewed in VARIETY this week).

Kismet (Alfred Drake) (tryout)—Shubert, Phila, (9-21) (Reviewed in VARIETY, Aug. 19, 53).

Love of Four Colonels (Rex Harrison, Lilli Palmer) — National, Wash, (9-14).

Maid in the Ozarks—Hartman.
Columbus (9-14).

Make Momma Happy—Parsons.
Hartford (19-21).

Misalliance—Colonial, Boston (9-14); Shubert, Wash, (16-21).

Oklahoma—Shubert, Chi, (9-21).

Oklahoma—Shubert, Chi, (9-21).

Pal Joey (Harold Lang)—American, St. L. (9-14); Taft Aud., Cincinnati (16-21).

Prescott Proposals (Katharine Cornell) (tryout) — Shubert, New Haven (12-14); Colonial, Boston (16-21).

Haven (12-14); Colonial, Boston (16-21).

Seven Year Itch (Eddie Brackeu) — Erlanger, Chl. (9-21).

South Pacific (Jeanne Bal, Webb Tilton) — Sexton H. S. Aud., Lansing, Mich. (9-11); Kellogg Aud., Battle Creek (12-14); Munic. Aud., Grand Rapids (16-18); Munic. Aud., Flint (19-21).

Time Out for Ginger (Melvyn Douglas) — Hanna, Cleve. (9-14); Cass, Detroit (16-21).

Twin Beds. — Elm Street, Worcester (9-14); Shubert, New Haven (16-21).

Guys and Dolls,' \$43,162, In Memphis Auditorium

382-Seater Sole Legit;

L.A. Dead Until Xmas

Los Angeles, Nov. 10.

Private parties boosted Maurice
Schwart? production of "Mr.
Blank's Family" again last week,
the English language version of the
Sholem Aleichem Yiddish play
reaching a fine \$3.100 m its fourth
full frame at the 382-seat Cvice
Playhouse. Schwartz will hold the
comedy lor another fortnight and
then begin prepping the next production at his repertory house,
Mohere's "The Miser."

Schwartz is the only legit producer sactive m town currently,
save for some of the intimeries,
Nothing clse is due in intil around
Christonas when Las Palmas will
rekindle with "Great To Be Alive."

'Kismet' Up To 25G, Philly

Fluiadelphia, Nov. 10,

"Kismet" with Alfred Dreke started stewly at the Shubert here. Early performances depended on ticket club membership, local entrate glumick. Good notices and favorable word-of-menth improved the outlook and first week gross hit an estimated \$25.000. Lines at a boxoffice now suggest second week will improve considerably. "Sabrina Fair" at the Porest continues to pack 'cm in. Lure of Margaret Sullavan and Joseph Cotten is assuring this offering of the Playwrights Ce, a smash of around \$37.800.

'NEW FACES' FAREWELLS CHI TO ZINGY 28G'S

Weather linet a hit last week yet all entries fared somewhat better. Departing "New Faces" climaxed its seven-amonth stay with its best take to date.

its 'seven-month stay with its best take to date.
"Faces" wound up Saturday night (7) for the trek to the Coast where shooting sarts tomorrow (Wed) on Berman Swartz's film version of the revue. "Children's Four" arrived at the Harris less night (Mon.) for a make-or-break visit.

Visit.

Estimates for Last Week
New Faces, Great, Northern
(Spirit te beffy \$28 000
Oklahoma, Shinbert '5th wk'
(\$78 2; 100), Mid \$22,500,
Seven Year Itch, Erlanger (7th
wk) '457, 13344 (Eddie Bracken), In
the black at \$23,800.

Schwartz Succeeds Lane On 'By Beautiful Sea'

On 'By Beautiful Sea'
Arthur Schwartz may replace
Burton Lane as composer of 'By
the Reautiful Sea,' musteal comedy
to be produced by Robert Fryer
and Lawrence Carr, with Shirley
Booth as star. Understood the
reason for the switch was Lane's
inability to agree with lyricist
Dorothy Fields on the songs, Another possibility as Lane's successor is Frederick Loewe.
Schwartz, who is already working
with lyricist librettist Alan Jay
Lerner on a musical adaptation of
"L'il Abner," to be produced next
season, was last represented on
Broadway as the composer of the
musical version of "A Tree Grows
in Brooklyn," for which Miss
Fields was lyricist, with Fryer coproducer and Miss Booth star;
Loewe's last Broadway assignment
was "Paint Your-Wagon," on
which he aiso worked with Lerner.

Future B'way Schedule

(Theatre indicated if booked)

Sabrina Fair, National, tonight Cyrano, City Center, tonight

Cyrano. City College (Wed.)
Escapade, 48th St., Nov. 18
Shrike, City Center, Nov. 25.
Kismet, Ziegfeld, Dec. 3.
Richard III, City Center, Dec. 9.
John Murray Anderson's Almanae, Imperial, Dec. 10.
Flame-Out, Dec. 14.
In Summer House, week Dec. 14.
Prescott Proposals, Broadhurst, Dac. 16.

Prescott Proposals, Broadmirst, bec. 16.
Oh Men, Oh Women, Dec. 17.
Family Man, Coronet, wk. 12–20.
Colombe, Dec. 21.
Dead Pigeon, Dec. 23.
Little Jesse James, wk. Dec. 28.
Sing till Tomorrow, Dec. 29.
His and Hers, Jan. 7.
Caine Mutiny Court Martial, hymorth, Jan. 20.
Confidential Clerk, Feb. 3.
By the Beautiful Sea, Feb. 24.
Girl Pink Tights, Hollinger, 2–25.
7 and ½ Cents, March 1.

Seater Sole Legit; L.A. Dead Until Xmas Feast or Famine On Broadway;

'Kind Sir' An Audience Wow, \$30,300; 'Cadillac' Purrs \$20,000 Start

Business tended to be either wk) D-\$4.80, 995; \$22.845). About feast or famine on Broadway last week. For the boxoffire power-houses there was the usual stander and Sympathy, Earrymore attendance, but for moderate 300 chebenah Kern. Over capacity draws the temple eased further becam, nearly \$28.700 (previous low the declining pace of recent week \$28.300).

weeks.

Pressure was generally heliterarly in the week but built during the week to satisfactory parameters. Friday night of and al both performances Saturday 75, 75, 50, enter the blizzard and burneaue that swept the New York area. Overcapacity shows for the week included "Can-Can." "Seven Year Itch," "Tea and Symuathy" "Tea-house of the Amuri Moon," "Wonderful Town" and, the hall-week openers, "Kind Sir" and "Suld Gold Cadillae."

Estimates for Last Week

Estimates for Last Week

Estimates for Last Week
Kers: C (Convedue, D. Drama),
CD (Convedue Drama), R (Reme),
MC (Musical Convedue, MD (Musical Drama), O (One at)
Other parenthe b of sumations
refer, respectively, to top prices,

ment fax, bit grosses are not 1 e', carclusire of tax.

Can-Can. Shubert (27th wk; (MC-\$7.20; 1.331; \$50.160; 1 xxerly; \$50.900 previous week, \$51.109; Dial M for Marder, Plannon'h (54th wk) (D-\$4.80; 1 1032; \$29.815; (Manrice Evans) Nearly \$20.300 previous week, \$22.000; End as a Man, Vanderbilt 34th wk; (D-\$4.80; 720; \$115.900; 300; Gazzara; Over \$6.900 previous week, \$6.800; Fifth Season, Cort 42nd vk; (C-\$4.80; 1.056; \$25.277; (Mencellar Skulnik, Richard Whort) Over \$24.400 (previous we.k. \$23.300; Gently Does B, Playhour e 2nd wk) (D-\$4.80; 999; \$21.300 Over \$8.300 uprevious week, fifth five performances and one previous week first five first firs

drew \$8.800).

Girl Con Tell, Royals (2nd wk)
(C-\$6-\$4.80; 1.035; \$31.000. Nearly
\$22.000 (previous week fast four
performers and one prevow
drew \$13.000.

CSE-S9 80; 1035; \$31,000 Vebt.s
\$22,000 opervious week last four performences and one previous drew \$13,000.

Guys and Bolls, 46th \$1 e147th wki eMC-2660; 1139 \$39,700 Nearly \$25,200 opervious week, \$27,7000; closing Nov 28, to built Kind \$1r, Avin (1st wke of 26,54 80; 1331; \$39,4600 (Mary Martin, Charles Boyer). Opened last Wednesday night 44 to ane lavorable notice (Colema, Marton's xoans (Atkinson, Times; Hawkin, World - Telegram; Kerr, Ibra'd Tribune; McClain, Johnmal-American; Watts, Post; Chapman, Newslyfist performances and one preview drew stander trade and argoss of \$39,300.

King and I, St, James (137th wki MD-\$7,20; 157t; \$51,717 eVal Brynner, Almost \$37,700 opnevious week, \$39,2009.

Ladies of the Corridor, Lanearer (3rd wk) (D-\$6-8480; 1,172, \$30,000 eprevious week, \$39,800 opnevious week, \$32,500).

Late Love, National (4th wki \$19,800 opnevious week, \$19,800 opnevious week, \$22,500).

Late Love, National (4th which and the Francis, Lucile Watson, Neil Hamilton, Nearly \$19,800 opnevious week, \$22,500).

Late Love, National (4th wki \$19,800 opnevious week, \$12,000 moved Monday night (7) to the 900 seat Booth, with a strainfil \$4,80 top and gross capacity of \$20,235 on Me and Juliet, Maiestre (24th wki 14C-\$7,20; 1.510; \$58,000 Justinder \$52,000 oprevious week, \$15,000, Porey and Bess, Ziepfeld (35,5) wki (0-\$6,54,80; 997; \$27,534). Not omte \$24,000 oprevious week, \$18,000.

Plenie, Miste Box (37th wki (6),\$6,54,80; pore closing Nov. 28, to tour.

Seven Year Heb, Fullon (5),51 wki (6),56,54,80; log3; \$24,400.

week, \$18.700; closing Nov. 28 to tour.

Seven Year Itch, Fallon (514) wk. (C-\$6.54.80; 1.063; \$24.400. Tom Ewell. Approached \$24.500 (previous week, \$24.500. Solid Gold Cadillae, Belasco (1st. wk) (C-\$6.54.80; 1.077; \$28.500. Josephine Hell. Opened Thursday night (5) to six entinuslastic reviews (Chapman, News, Coleman, Mirror, Hawkins, World-Telegram; Kerr Herald Tribune; McClain, Josunal-American, Watts. Post) and one unfavorable (Atkinson, Times, first four performances and two previews grassed nearly \$20.000. South Pacific, Broadway (232nd wk) (MC-\$6.54.80; 1.980; \$44.000. Martha Wright, George Britton-Almost \$23.300. previous week \$25.600.

Take a Giant Step, Lyceum 7th

Trahouse of the August Moon Brek (4th wk) (C.\$6.58.48); 1.214 (\$31.631) (David Warne, John For sythe) Over \$31.300, with party commissions limitime the gross queeks (\$31.500).

quevious week, \$31-500).

Trip to Bountful, MiPer (1st wk) (D.84-80; 920; \$21,586) (Lillian Gish). Opened last Thesday night (3) to three favorable notices (Chapman, News; Hawkins, World-Tebgram; Muttor, McClam, Journal-American) and two mixed Atkinson, Times; Kerr, Herald Tribune); first seven nerformances over \$11,500 on Theatre Guild sub*eription. over 511,500 subscription.

sub-cription.

Wish You Were Here, Imperial
(72)d wk) (MC-87,20, 1400; \$52,020), Over \$27,000 (previous week,
22,000); closing Nov. 28, to toue,
Wonderful Town, Vinter Garden
(37t) wk) (MC-87,20; 15/10; \$54,(73) (Rosalind Russell) Over \$55,100 (previous week, £5,700).

OPENING THIS WEEK

Cyrano de Bergerac, City Center 9-23 60; 2,100; 240,000; Glore Fer-ry N. Y. City Theatre Co. revival Restand classic opens 16-rformance engagement tonight

(Wed).
Sabrina Fair, National (C-\$6-2430; 1,172; \$30,000) (Margaret Sallavan, Joseph Catten), Play-yrights Co, production of Saumed Taylor play, opens tonight (Wed).

'Children's Hour' 16G: 'Maid in Ozorks' Cons \$13,000 in Detroit

Detroit, Nov. 10.

Final week of "The Children's one," sterring Fav Banter and crisia Neal, no ed extended 1970 at the 1482-883 Cess. Top 523-60 Theatre now is dark, lepting Monday ofto with Melabonetas in "Time Out for Ginton two week."

The hardy percental hillbilly bastyk farce, "Maid in the Grada" greesed 541,000 at a \$3.60 to on twofers in the second week at the Sunbert The 2,050 seat Slobert now will be dark until Noy 23 when Jose Creen Spanish Dancers come in for a week.

MELVYN DOUGLAS SHOW \$18,500 IN PITTSBURGH

Patt Largh, Nov. 10.

"Time Out for Garger" cashed in on some warm notices host veek at the Nixon and grabbed a very good \$18,500, which represents a tray profit for both house and attaction. Comedy starting Melvin Douglas, which had around \$3,000 in the bag before opening via subscription, started off slowly and didn't pick up much second high because of election and trong comiter show at Mosque in John Brown's Bods" but began to catch on by Wednesday matince and came down the stretch strong.

Although topped this seeson by "Love of Four Colone d "A Girl Can Tell," both and "A Girl Can Tell," both of those plays were much more ex-pensive projects and didn't touch "Conger" in the final statement, Naon is currently dark for first ling since season opened late in September, re-lighting Monday (16) with Beatrice Lillie and "Pal Joey" tollowing.

Mobile, New Orleans Split, \$31,700, Good for 'Dolls'

\$31,700, Good for 'Dolls'
Mobile, Nov. 19.
Touring edition of 'Gavs and
bolls' grossed a tairly good \$31750 has week in a split between
New Orleans and here Musical
drew \$18,400 in five performances
Monday-Thursday (2-70 at the
C vic. New Orleans, winding up a
troopands-half-week stand there.
Show added \$12,300 for three performances Friday-Sastrady (6-7) at
the Sagnger here.
Temple Bagmirpham, this
week and ends its tour the following week at the Towir, Atlanta.

Equity Show

Theatre Scrapbook Productions

(Lenox Hill Playhouse, N. Y. Equity Library Theatre show-used its third Theatre "Scrapbook Productions" at the Lenox Hill Playhouse, N. Y., last week from Wednesday (4) through Sun-day (8). The "Scrapbook" offercomposed of slices from familiar plays, are designed pri-marily as a classroom aid for dramatic and English courses, and as such tour schools in New York and its environs.

such tour schools in New York and its environs.

La-t week's Lenox Hill offering, which will be cut down to 45 minutes for its school toug, comprised three selections from previous "Scrapbooks" and two new offerings. Trio of scenes produced by group in the past included cuttings from "The Taming of the Shrew." "The Affairs of Anatol" and "The Importance of Being Earnest." James Lanphier, Betty Morrissey and Don Draper appeared in both "Anatol" and "Earnest," with Elizabeth Parrish rounding out the cast of the latter. All, except Draper, appeared in the carlier presentation of the pieces at the Playhouse in the same roles they're currently essaving. Thesping contingent dld okay, though occasionally displaying a tendency towards overacting.

Remaining two sketches were from "Twelfth Night" and Maywell

towards overacting.

Remaining two sketches were from "Twelfth Night" and Maxweil Anderson's "Elizabeth the Queen." Cast of the former was made up of the quartet of previously named performers, while the excerpt from the Anderson play was delivered by Frances Ingalls and Burt Bier. Latter also appeared in "Shrew" with Miss Parrish. Miss Ingalls topped the thesping lineup with her characterization of Queen Elizabeth, while Miss Parrish registered effectively in "Earnest." Each of the scenes were preceded

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Nov. 16

18

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by an explanatory narration, neating handled by Jack Hartman.

Ernestine Perrie's direction followed routine lines, while Jeanne Button's costumes were appropriate. Although not a pro contendir, "Theatre Scrapbook Productions" has more than enough on the ball to warrant strong support from the educational institutions at which its targeted.

Jess.

The Death of Odysseus

and-

The Love of Don Perlimplin and Belisa in the Garden (Amato Theatre, N. Y.)

The Artists Theatre, off-Broadway group, which leans towards the poetic in its productions, presented two one-acters for a limited run last week at the Amato Theatre in New York's Greenwich Village. Second half of the bill. Lionet Abel's "The Death of Odvsseus," was easily the better of the two entries. Abel's takeoff on the Greek myth was spotted throughout with humorous and pungent dialog. Play was also given a strong assist by Jay Barney, who lurned in an expert performance in the title role.

With characters garbed in Greejan dress, yarn centered around Odvsseys at a time about the work.

in the title role.

With characters garbed in Grecian 'dress, yarn centered around Odysseus at a time when his army was being overrun by an invading force. Abel's literary bent was reflected in Odysseus' analysis of his conversation with others. Climax of the one-acter was based on hero's eventual decision to meet the leader of the opposing army this illegitimate son) in personal combat, despite a prophecy of his own death.

Barney's standout performance was ably assisted by Richard Towers, Robert Raymond, Robert Jacquin and Sylvia Stone in the more miportant roles.

Initialer, "The Love of Don Perlimplin and Belisa in the Garden," by the Spanish poet Garcia Lorca, was less commercial. Obscurity of the piece limits it to the more experimental theatre groups. Theme of frustrated romance was adequately handled by an all-Negro cast that included Elwood Smith and Gladys Bruce in the title roles. Latter, incidentally, was a definite visual enhancement. Incidental music by Billy Strayhorn fitted in neatly with play's mood.

Direction, scenery, costumes and lighting for the two works were handled, respectively, by Herbert Machiz, Alfred Leslie, Bernard Oshel a nd Mildred Jackson. Machiz's staging was more effective in "Odysseus." while the others registered effectively in their individual assignments.

Each of the one-acters ran about 50 minutes.

Faryisions Mex Touriet

Envisions Mex Tourist Biz Holding Up Well

Mexico City, Nov. 3.

This year was not so good but it was definitely not a depression for tourism, asserted Gustavo Ortiz Hernan, chief of the government; tourist department, who branded as alarmist talk pointing up there were so many less trippers in 1953 than last year. Last year was a flew high in tourism, in number of visitors and amount of their few high in tourism, in number of visitors and amount of their spending, largely because of the Rotarians' and Lions' world meets here. He said 1951 was more of a typical tourist year, and it was only 7,000 alwayd of this year's total. "The tourist trek to Mexico is obviously better, and there is no reason to heed those who say the industry is in a depression," Herman said.

MR.

ROBERTS

Columbia S C

Anderson, S. C.

Cleveland, Tenn

Frankfort, Ky.

Bedford, Ind.

Johnson City, Tenn

KISS ME

KATE

Minet, N. D.

Forgo, N. D.

Huron, S. D.

Moson City, Io.

Bismarck, N. D.

Watertown, S. D.

STANLEY WOOLF ATTRACTIONS

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ANNIE GET

YOUR GUN

Defience. O.

Lima, O.

Homilton, Ont.

Brantford, Ont.

Chetham, Ont.

Syndicate's

which is slated for immediate production by the syndicate, with Alan Schneider staging and Burgess Meredith as star. Moreover, the play is booked for the Coronet, N. Y., which is operated by the syndicate under lease from City Playhouses, Inc., a subsidiary of Dowling's City Investment Co.

There is also agreement on T. S.

ing's City Investment Co.

There is also agreement on T. S.
Eliot's "The Confidential Clerk,"
which the syndicate will present
on Broadway in association with
Henry Sherek, producer of the
original edition, current in London.
It is booked for the Morosco. N. Y.,

It is booked for the Morosco. N. 1., early in Feb.

Hitch over "Summer House" in-volved more than the question of its production by the syndicate. Even after the Smith-Playwrights presentation was set. Whitehead evidently opposed booking the show into one of the syndicate's theatres, so unless a suitable indie house can be obtained, it will have house can be something to go into a Shubert spot. This may be significant since, despite disclaimers by its members, the syndicate is generally regarded in trade circles as a potential rival to the Shubert-United Booking Office

Capitalization

Capitalization

Meanwhile, the syndicate has been incorporated under the laws of Delaware, according to a statement filed in the N. Y. State capital at Albany. The papers specify that there are two corporations, Producers Theatre, Inc., and a subsidiary. Whitehead-Stevens Productions, Inc. First is capitalized at \$1,000,000, with capital stock at \$1 per share. Stevens is president, without salary.

Whitehead-Stevens Productions. thout salary.
Whitehead-Stevens Productions.

Whitehead-Stevens Productions, Inc., the producing unit, has capital stock of \$375,750, with 3,750 shares of preferred stock at \$100 par value and 7,500 common at 10 cents par value. Whitehead is president of this company, getting 1½% of the gross of all shows produced, John Wharton, also amember of the Playwrights Co., is attorney for the syndicate.

Playwrights Tied In

Playwrights Co. is affiliated with the syndicate, with \$100,000 of stock and independent status. It is slated to move Dec. 1 from its present quarters in Rockefeller Center, N. Y., to share offices with the syndicate in the Gayety Theatre Building, N. Y., owned by City Investing Co. To make room the American National Theatre & Academy, of which Stevens, Whitehead and Dowling are board members, has been shifted from its quarters into smaller space on another floor.

Besides operating the Morosco and Coronet, the syndicate has also taken a 10-year lease on the City Playhouses-owned Fulton, N. Y. Playwrights Co. is affiliated with

Playhouses-owned Fulton, N. Y., effective on the completion of the current run there of "Seven Year Iteh." Group also sought recently to lease the Avon, a limited-capacity house in the choice block in West 45th Street, N. Y., but could not agree on terms. The theatre recently became available for legit bookings, after some years as a Playhouses-owned Fulton, N bookings, after some years as a CBS radio studio.

46th Street Theatre, also The 46th Street Theatre, also owned by City Playhouses, is not included in the syndicate setup. It is managed and booked by Louis A. Lottio, City Playhouse president as well as general manager of the street of the street was the street of t the indie-owned Martin Beck The-atre, N. Y. Although Lotito is a atre, N. Y. Although Lotito is vice-prez of the syndicate, then has been no announcement of h exact status, authority or duties.

R-H's Steinbeck

Continued from page 63

ried on discussions with the author.

ried on discussions with the author, the names of various composers were considered and Henry Fonda was actually auditioned as a possible star of the proposed show. However, Feuer and Martin finally decided that the material seemed ideally suited for Rodgers and Hammerstein, so it was submitted to them. After mulling it over for several months, R&H decided this week to undertake it. Steinbeck, meanwhile, bowed out as adaptor, preferring to concentrate on rewriting the material in novel form and leaving the adaptation of the legit libretto to Hammerstein.

merstein.

There was no problem of producing auspices. Both R&H and F&M have large producing organi-

Roxbury Ganders U.S. Acts for Grade Agency

Need for U. S. acts in Europe prompted a cross-country trip by Brian Roxbury, of the London of-fice of Lew & Leslie Grade. Rox-bury, who has been in the U. S. for bury, who has been in the U. S. for the past few weeks, just returned from a talent gandering trip which took him as far as Houston, and other points.

other points. So Roxbury sets talent in the China Theatre, Stockholm, and the Casino, Oslo. Roxbury reports a great demand for American acts on the Continent. He's headquartering at the Grade. N. Y., offices until leaving for England sometime this week. Agency head Lew Grade who has also been scouting talent is also slated to return to Europe this week. this week.

zations, with several shows on the boards, so either one could have handled it. But since R&H are to write the musical, it was figured simpler and more efficient for them to have complete production authority as well. They offered and F&H immediately accepted a large F&M immediately accepted a large financial share in the venture.

authority as well. They offered and F&M immediately accepted a large financial share in the venture.

Amicable Rivals

That was merely another incident in the amicable association that has existed between the two partnerships from the first. Relationship started with R&H investing in the initial F&M production effort. "Where's Charley?" It continued when F&M voluntarily released Isabel Bigley from her contract as featured player in "Guys and Dolls" so she could take a leading role in the "Me and Juliet" for R&H. It was further cemented with the backing by Williamson Music, R&H publishing firm, of the London production of "Guys."

An added reason for F&M's willingness to turn the entire operation of the new inusical over to R & H was that they are already involved with the preparation of the film "Ninotehka," with book by George S. Kaufman and Leueen MagGrath (Mrs. Kaufman) and songs by Cole Porter. Under a new title, it is scheduled to go into rehearsal next Aug. 15 under Kaufman's direction.

The other is a musical comedy for which Abe Burrows is writing the book, music and lyrics. Little else is revealed about the project, except that it's not a prospect for production for at least a year. The work will be Burrows' first attempt in legit as an author-lyricist-composer, although he is well known as' a songwriter and record performer.

Burrow's first legit assignment was as co-adaptor with Jo Swerling of the book of "Guys and Dolls," based on Damon Runyon characters and story. Among his subsequent stints have been adaptor and stager of "Three Wishes for Jamie" and

based on Damon Runyon characters and story. Among his subsequent stints have been adaptor and stager of "Three Wishes for Jamie" and both author and stager of the current F & M production, "Can-Can," with Cole Porter songs, at the Shubert, N. Y.

R & H works include "Oklahoma!", "Carouse!," "Allegro," "South Pacific," "The King and I" and "Me and Juliet." of which "Oklahoma!" and the final three are still current. All were adapta-

are still current. All were adapta-tions except "Allegro" and "Me and Juliet."

Play Out of Town

Continued from page 66

Almanac

sonality as Miss Rhinestone but these sketches just don't have the stuff either.

Revue stands on its personalities rather than its materials, but the marvelous scenery of Raoul Pene DuBols, the costumes of Thomas Becher and the overall splendor of the production should not be slighted.

When properly cut and routined it will certainly help to brighten

slighted.
When properly cut and routined it will certainly help to brighten up a musical hungry Broadway.
Elie.

Milwaukee Pops Orch To Preem New Year's Eve

Milwaukee, Nov. 10.
New Milwaukee Pops Orchestra
will bow New Year's Eve at the
Pabst Theatre. John D. Anello, Pabst Theatre. John D. Anello. group's conductor & musical director, has inked 60 Milwaukee area musicians as members of the oreh.

With \$30,000 as goal, financial gifts amounting to \$10,000 have been racked up in a fund drive, according to the group's prexy, William R. Pate.

Legit Followup

Carmen Jones (Shubert, New Haven) New Haven, Nov. 3

New Haven, Nov. 3

This concert version of the Oscar Hammerstein, II musical based on the Bizet opera rates better suppost than it received here in its one-night stand (3). Within its hinitations, it makes a nice evening in the theatre and provides good vocalizing, together with a smattering of thesping that affords, sufficient straight diversion to keep things evenly balanced.

Muriel Rahn, billed above the title, lends combined singing and acting talent that registers well in the top role, Balance of abbreviated cast pitches in with plenty of gusto and lifts the production to an entertaining level. List includes Avon Long. Laurence Watson, Kelsey Pharr, Coletta Warren, Jay F. Riley, Lucia Hawkins, Audrey Vanderpool, William Dillard, Dick Campbell.

Campbell.

Down as producers are Nat
Debin and Dick Campbell, with
latter also In for adapting and
staging. Julian Stein Is musical
director and pianist, and costumes
have been designed by Miss Rahn.
There's little of scenic import
here but the costume department
has been well accounted for.

Bonc.



Nov. 11-ROCHESTER, Minn.

Nov. 12-DULUTH, Minn

Nov. 13-PORT ARTHUR, Con. Nov. 14-HIBBING, Minn.

Nov. 15-WAUSAU, Wis.

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H. Allen Smith's Latest
The Compleat Practical Joker"
Doubleday; \$3.50) is one of those books which is perhaps doubly detectable because the reader is vicariously enjoying the ingenuity, deviousness, extraordinary pains and frequently expense) and the general diabolic genius that went into perpetrating these practical tokes. H. Allen Smith's anthology has been a long time coming, 15 years, specifically, dating back to his newspaper days on the N. Y. World Telegram when, after doing a series of six pieces on practical jokestering, he was alternately denounced and inundated with disa and data on all forms of flora, fauna and especial some-functively in the serial processor of the serial processo

fauna and especial solutions and all an ecodota.

ese pranks literally girdle the although they seem to foeus alterably around the cutups in Hollywood-Broadway-Madison and Conductions. huckster set. Good writin', anse this is no mere casual ipilation of pranks, and above it's good reading. Abcl.

Life's Bib Is Showing

Life's Bib Is Showing
Madison Ave. ad execs were
blushing the color of orange juice
and toppers at Life were stammering embarrassed denials this week
as a result of a "coincidence" between an ad layout and an editorial picture job in the current Nov.
9 issue. On Page 10 of the mag is
a full-page color ad for Bib baby
juices, showing three infants wearing diplomatic top hats and capthomed, "Meeting of the Bib Three."
On Page 70, of the same issue, is
a color photo of Franklin D. Roosevelt, Sir Winston Churchill and a color photo of Franklin D. Roosevelt, Sir Winston Churchill and dosef Stalin at Yalta, captioned "The Big Three—In Fact and

ncy."
Admen were calling Life and king for similar breaks on their py this week, but the mag has rared thumbs down, disclaiming y complicity. Stunt was beand during thumbs down, discisining any complicity. Stunt was be-bleved to have been staged by Nel-son Gross, former producer-direc-tor at CBS and son of legit produce-ter Ed Gross, now the Bib account exec at Leonard Wolf & Associates,

exec. at Leonard Wolf & Associates.
Croy's OK Biog on Will Rogers
In "Our Will Rogers" by Homer
Croy (Duell, Sloan & PearceLittle, Brown; \$3.75), the author
writes: "One of the striking things
about the death of Will Rogers is
that nearly everybody can remember where he was when he heard
the news and how it affected him."
Certainly this is the measure of
an uncommon man; for no other
date of recent years, except Dec. 7,
1941, is so implanted in public
memory.

emory.

Homer Croy was Will Rogers' iend: "To say that one loved him no distinction, for millions did." roy has gone to great pains to ace the true Rogers story. He say done a good job, What's more, san honest job, and he has moduced a biography that doubtes will be regarded as "definition."

will Rogers was probably the only man who slept through the rolleal of the political convention that nominated him for the Presidency. He had the gift of refusing to take himself too seriously. In show business, Rogers performed a fare kindness toward fellow-actors. He helped them. Often in Hollywood Rogers started work on a scene with this remark: "If I could add," what would I be supposed to do?"

a summation. Croy sets down e words about Will Rogers: "It is to me he represents the best American life." Most readers close Croy's book with the e teeling.

Armstrongs' Researching
pril Oursier Armstrong and
husband, former assistant distattorney Martin Armstrong,
rently in Portugal collecting
terial on their upcoming "Our
Fatima," slated for spring
poubleday's Hanntly in their upcomial on their upcomial on their upcomised for sometion by Doubleday's

week. She's the daughter of the late of the Greatest Faith Ever Known."

A Cagey Show Biz

A Cagey Show Biz

A Dave Zinkoff, tour serence of the Harlem Globerrotters. She's the word with intimate musical comedy as ham is to eggs. In their joint memoirs, which one suispects is more P. G. Wodelnous Bolton, & Kern were a showmanly group of basket-dires. Dave Zinkoff, tour serence wand Philly sportscaster, and hilly linquirer staffer, have done entertaining chronicle of the lake Junketeers, under the title "Around the World With the loom Globerrotters" (Macraemith: \$2.95). The many human trest anecdotes, experienced by see clowns of the basketball shackground of international results of the company of the basketball shackground of international results of the company of the basketball shackground of international results of the company of the basketball shackground of international results of the company of the basketball shackground of international results of the company of the basketball shackground of international results of the company of the basketball shackground of international results of the company of the basketball shackground of international results of the company of the basketball shackground of international results of the company of the basketball shackground of international results of the company of the basketball shackground of international results of the company of the basketball shackground of international results of the company of

plenipotentiaries. Certainly any canards about "the downtrodden Negro." fomented abroad by Commie sources, obviously must be given the big lie by the very presence of this showmanly sports group. It's a good book, a neat followup to a previously made "Harlem Globetrotters" film, and the soon due film saga of sports impresario Abe Saperstein.

Protestant and Catholic Diaries
Two new annuals, "The Protestant Year 1954," prepared by
the editors of the Christian
Herald, and "The Catholic Year
1954," edited by the National
Council of Catholic Men, just published by Hawthorn Breacks. The
Protestant volume also includes an
introductory article by Dr. Daniel
A. Poling, editor of the Christian
Herald, and the Catholic annual
one by Rev. Leo J. Trese.

Godfrey-LaRosa Followup
Add a couple of mags to the list
of fan books that showed a loom
following the Arthur GodfreyJulius LaRosa incident, TV Stage,
a new fan book whose first issue
was on the stands at the time of
the break, profited nicely vla a
pre-story cover tabbed "What Did
Godfrey Teach LaRosa." Another
mag to be caught short (editorially,
but not circulation-wise) was Ideal
Family Group's one shot on the
whole Godfrey gang, including a
piece on LaRosa still being "shy
and bashful." Godfrey-LaRosa Followup

piece on LaRosa still being "shy and bashful."

Daniel Blum's 'Silent Screen'
In his "Pictorial History of the Silent Screen" (Putnam; \$10), a menumental editing job, Daniel Blum has graphically depicted the history of the picture business until Al Jolson gave it sound and voice. The photographic montage, dating vaguely from the kaleidoscopic early years and then, in chronological fashion from 1908 through 1929, brings into sharp focus a galaxy of personalities who were household names in their hey-day and who startle the reader as time and memory flash back to the days when they were in peak popularity—today all but forgotten.

The action shots from pictures of the period, plus closeups of the popular favorites, frequently jolithe mind, especially in relation to those still around or whose vintage celluloid is still concurrent on the video screens. From Thomas A. Edison's Kinetoscope (1889) and Vitascope 11889 halter at Koster & Bial's Music Hall, 34th St. & Herald Square, N. Y., are a far cry from the post-midcentury "scopes," which 3-D and widescreen have brought us today. The intervening half-century has certainly cradled an army of celluloid greats, created a vast new worldwide industry, and has left a few immortals who are justifiably recorded in this vastly entertaining volume.

Naguib's Autobiog

Naguib's Autobiog
Egyptian premier Mohamed Naguib is readying an autobiog to publication by Doubleday next spring. DD editor Margaret Schaefer, who set up the deal, flew to Egypt via Europe last week with travel agent-husband Jerry Schaefer to confer on the tome.

fer, who see to Egypt via Europe and to Egypt via Europe and with travel agent-husband Jerry Schaefer to confer on the tome.

Deal was worked out via the Egyptian UN delegation which after being contacted by Mrs. Schaefer, got in touch with the Ambassador who in turn got an okay from Naguib.

Billy Graham's Big Sale
Doubleday has set a national
publication date of Nov. 19 for
evangelist Billy Graham's first
book, "Peace With Ged," but has
already ordered a second printing
of 25,000 to backstop its initial run
of 70,000. Reason is the terrific
initial dedleatory sale in Detroit,
where Graham was preaching last
week.

First day, 2.500 copies were sold

Sont Publisher

VARIETY

Kenneth S. Giniger details the whys and wherefores of The Art of Saying No.

e bright editorial byline in the upcoming

48th Anniversary Number

VARIETY

a spell, say the book trade, there was a dearth of theatrical books as a reaction from another avalanche in former years, It is said "Show Biz" sparked a revival of such books, and the frank biogs of Ethel Waters and Tallulah Bankhead ensued. These, in turn, eclipsed a good book such as Hedda Hopper's "From Under My Hat."

The Workshorer & Ballon and

The Wodehouse & Bolton autobiog is a dead heat with Taxtor's R&H salute. "Some Enchanted Evenings." All deserve wide acclaim and audience reception.

Abel.

Hurok's Sequel Memoirs

"S. Hurok Presents" (Hermitage: \$4.50) continues memoirs which the author commenced in "Impresario" in 1936 (collaborating them with Ruth Goode). New Hurok book concentrates on producer's experiences in the dance world. In a "prelude," Hurok admils that a decade ago he might have called this note. "To Hall With Balled" a "pretide, the might have called this work "To Hell With Balles;" Present text contains many reasons for his "change of heart and atti-

tude."

Since most great dancers of recent years have terped for flurok, cast of characters in "Presents" is formidable: Pavlova, Duncan, the Fakines, Nijinsky, Argentini'a, Graham, Massine, Markova, Dolin, Shearer, Helpmann, Fonteyn, and Ballet Russe and Sadler's Weds troupes, among many others, Hurok is especially good at weaving anecdotes with sentimental twists, Obviously, he has given his heart to many of the artists sainted in this tome.

Down.

Admen's Oscars

"America: Miracle at Work"
(Prentice-Itall: 87.50) presents winners in first annual Saturday Review Awards "for distinguished advertising in the public Interest."

Book is edited by William D. Patterson, SR's associate publisher. In addition to reprints of 27 "best" 1952 layouts several printed in color), volume contains essays on institutional advertising and case histories of "top five" ads. Intro by James Wehly Young, senior consultant at J. Walter Thompson, reports advertising as a tool which the business man knows "has aided him in the development of America's material welfare." According to Young, advertisers are learning to express a "growing sense of social purpose through ads.

Screening more than 200 industrial campaigns, judges pondered theme, text, layout, and over-all originality in ads. Five firms placing first in 1952 Awards were John Hancock Mutual Life, Fird, Caterpillar Tractor Co., Metropolitan Life, and Weyerhaeuser Timber.

Landed Gentry Now

Landed Gentry Now
Author Louis Bromfield, in
Cleveland for Ohio's 150th birthday celebration, gave each of 31
other noted Ohioans, one-53rd of
an acre of his Malabar Farm in
Richland County, Among the new
landowners are Bob Hope, Gloria
Dellaven, Ezzard Charles, Charles
Merz, Milton Caniff, Branch Rickey, Earl Wilson, Blanche Thebom, Norman Thomas,
Introducing Thomas, Bromfield
noted there were some present who
could remember when Thomas was
considered a radical.

considered a radical.

4 More Good Anthologies

Arnold (intglich, co-founder with the late Dave and Al Smart of Esquire, and now its publisher, has edited a good anthology, "The Esquire Treasury" (Simon & Schuster; \$6), the best of 20 years of that monthly's fiction, articles and humor -73 pieces in all), plus many notable drawings, photographs and "artoons."

Arch Ward, sports editor of that daily, has edited "The Greatest Sports Stones From the Chicago Tribune" (Barnes; \$5) which, in a measure, reflects the history of the times. (The Trib is in its 107th year of publication and Ward starts with sports highlights of the first 50 years (1847-1963) of the paper's publication, and thereafter breaks

the chronology of notable sports events into calendar groups. Samuel Mines, who edits Sturtling Stories, has compiled an anthology of 'The Best From Startling Stories' 'Holt'; \$3.50', a natural 1 or the science fiction fans.

An anthology of another sort is "The Complete Stones of Erskine Caldwell" (Duell, S&P; Little, Brown; \$5) which can only mean that this is a bedside-reader of quality and literary worth

Gallico Inspired This One

Gallico Inspired This One
Hettie Gray Baker's new book,
"198 Cat Tales" 'Farrar, Straus &
Young; \$3.50', is dedicated to Paul
Gallico, who suggested its writing,
it spins true stories about off kinds
of cats, and devotes considerable
space to show hiz felines, Quad
ruped star of "Bell, Book and
Candle" is profiled. So is Jimny
Monks' celebrated TV-cat. Thanatupists, and pets of the Jonies Masoins, Ed & Pegeen Fitzgerald, and
Mrs. Rouben Mamoulian. Tominy,
the Lambs Club "mouser for life,"
gets his picture in "Cat Tales,"
and respects are paid to Buth Gordou's Punk, who was immortalized
in the actress' own play, "Years
Ago." Ago

Ago."

Film cats rate bows. Rhubarb, of course; the Italian puss who trouped in "Never Take No For An Answer"; and the yellow kitten who swiped scenes from Fred Allen in "We're Not Married". Director George Sidney subunts clever "case history" of Cleo, kit ten who worked with Spencer Tracy and Lama Turner in "Cass Timberlane." There is a nod to cats of silent flickers, and additional amusing and touching "counts." al amusing and touching come of other fellne thesps, Down

Burl Ives' 'Song Book

Burl Ives 'Song Book'
Certain to rank as one of the hest American handbooks of folk tunes is "The Burl Ives Song Book"
Ballantine; paper-bound, 50c hard cover, \$5.)
Volume contains 115 native songs albeit many are derived from horeign airs. Ives, in the manner for which he has long been celebrated in music circles, has neworked many of the compositions.

many of the compositions.

Ives acknowledges his debt to such towering figures in bolk muste as Carl Sandburg, the Lomaxes, and British scholar Ceril Sharpe He also thanks Albert Hague, who did piano arrangements for the book, and his wife, Helen Ives, who organized the volume and worked with Burl on excellent historical notes which head each section.

Tome is divided into fee.

Tome is divided into five Tome is divided into five cate-gories, covering songs of Colonial America; Revolutionary America; the growing country and the sea, religious, professional, and tolk airs; the frontier. Format in both editions is embellished by use of varied type-faces for song titles. There are illustrations by Laman tine Le Goullon and Robert 3 Lee In hard-cover copies, some publics are in color. are in color.

Joseph Miles Docher joined Coast staff of Macfadden Publi-cations.

Barron Beshoar now in LA as new Coast bureau chief for Time and Life.

new Coast bureau chief for Thae and Life.

Christopher Morley author-critic, in from Britain Monday (b) on the Media.

Muriel Babcock, Ideal Publications veepee, in Hollywood for huddles with Coast staffers.

Beverly Ott appointed Coast managing editor of Photophay Mazazine, working under Sylvia Willace, west coast editor.

With the January issue of Confidential, publisher Boh Harrison-25e "expose" Idemonthly hits the L000,000 circulation mark Harry Essex's book, originally titled "I Put My Right Foot In will be published by Little Brown inder a new tag, "Take It From Here."

Beth Brown to edit the doct.

under a new tag, "Take It From Here."

Beth Brown to edit the dod & cat column, of Animal Life new mag of which Joseph Weider is publisher and David P Willoughby the editor.

Tony Gray, editor of Photoplaymag, resigned over the weekend to freelance. He exits as of Nov 15. No plans are said to have been made for a successor.

For its 70th anni, the Metropolitan Opera Assn. has published a souvenir book, edited by Louis Snyder Jr., first such souvenir book within recent memory.

Publishers Addhob meeting next Thursday (19) will have Arthur-Red! Motley, publisher-editor of publicity and promotion

Aaron Stell named editor of Cinemeditor, quarterly magazing the filter.

publicity and promote office of Aaron Stell named editor of Cinemeditor, quarterly massement of the American Cinema Editors He will also function as chairman of the Publications Commutee Communities of Communities of

den, Madamoiselle and Charma re-

signed her Family mag managing editorship to join Women's Home Companion as assistant articles

"Lady and the Tramp," by Ward Greene, editor and general man-ager of King Features Syndicate will be published by Simon & Schuster Nov. 13. It's the story of two dogs,

two dogs.
Harriet Menken, onetime radio columnist for the old N. Y. World and later on the N. Y. Journal-American, authored "You Can Be Beautiful" in the current Woman's mag.

Current (Dec.) Issue of Modern Man has a feature by Max Wein-here, of UA-TV, on Jack Whipple, veteran News of the Day-camera-man. Story is tagged "You Shoot Such Interesting People."

Such Interesting People."

TV Tab, new monthly TV (cature mag, as of Dec. I will be marketed on a "free-to-customers") basis in the N.Y. area through certain metropolitan food stores, banks, service stations, etc.

Magico Milbourne Christopher authored "Magic Attractions," a three-page spirad on oldtime posters and lithographs used by magicans to lure audiences into theaties, in current Esquire mag.

Steinway & Sons, on its 100th

Steinway & Sons, on its 100th anni, has issued "People And Pianos," by prez Theodore E. Steinway, the form telling story of the famed piano family and organization in "a century of service to music." to music.

to music."

Peter Cralg-Raymond, editor of Ballet Today and Danceland, in Britain, has authored biog of dancer-choreographer Roland Petit, which Loseley Hurst is puldishing in London. Petit is bringing bis Bellets de Paris to N. Y. Jan. 19.

Howard R. Phillips, who left the

Howard B. Phillips, who left the NBC-TV program setup over a year ago to turn out "Appointment With Destiny," a novel co-authored with Jason Marks, is authored with Jason Marks, is currently at work on a second book, "Don't Look Back, the Story of Ed Whiteomb."

of Ed Whiteomb."

Dr. Bruno Faust, memory training authority and director of the School of Memory and Concentration, will have an article in the January issue of Mechanix Illustrated, telling how to improve card playing ability through the medium of memory training.

playing ability through the medium of memory training.

Sir Edmund Hillary, conquerter of Moont Everest, multing a lecture trip to the U.S. and Comeda. By November he will have given all terms of the U.K. and goes on the further galding sessions on Europe. Other talks all over the world are being planned.

Legit pressagent Anthony Buthitta sailed last week on the Anthon Europe, where he will write features for the San Francisco Chronicle. The left the manuscript of a new novel, "The Hidden Sun," with his agent, Kenneth S. White.

Bill Ornstein, Metra flack, currently appears in the annual Nansas magazine with "Thee Stories" ("Curriosity on 5 Mission." The Only Peblde on the Beach" and "God Is My Brother"), and a two-part yarn in The American Hebrew, called "Me and the Actives." two-part yarn h Hehrew, called Actress."

Hebrew, called "Me and the Vetress."
Ned L. Pines' Popular Library
Eagle Books, 25c reprints, is the new line just added to Popular Library's enrient 25c and 35c (Giants) reprints. Basil Heatter's "The Captain's Lady" and William MacLeod Raine's "Rustbus" Gar'are the first under the new Eagle receipt.

Mar Lend Rame's "Rustbus Gap are the first under the new Earle imprint.

A Milton Learned, former shor of the Schenectady Union Star, previously managing editor of our Genesa and Y) Daily Times and expresident of the NY, State Associated Press Asso, has become executive director of the Brook! in Camera Committee, a division of the American Concert Society.

Exen. Slikespeare is seen through American eves in Camera though American eves in Camera today, and Prof. James A. Roy, in a beeting at Edinburgh, Scotland American "influence" in Camadian universities was becoming "overpowering." There was a constant drift of Canadian writers to the U.S. but no compensating balance.

From Vienna comes news 6f the Weiger Zeitung seminafficial gra-

Amorican "influence" in Canadian investies was becoming "overpowering." There was a constant dott of Canadian writers to the U.S. but no compensating balance. From Vienna comes news of the Wiener Zeitung, semi-official gazette published under auspices of the Austrian government, celebrating its 250th anniversary and proud of its claim as "the oldest newspaper in the world." It has appeared regularly, with the exception of the seven years of Naddomination over Austria. Dr. Ferdinand Reuter is its editor-in-chief. "The Age of Suspicion," by James A. Wechsler, editor of the N.Y. Post, will be published by Random House Nov. 13. Wechsler discusses the personal political history which formed the background of the Sen. McCarthy hearings, beginning with Wechsler's entrance into the Young Communist League in 1934 at the age of 18 while he was an undergraducte at Columbia. He resigned a little over three years later.

Broadway

Ann Miller In to bally Metro's "Kiss Me Kate."

Erle and Norman Krasna back to the Coast now that his play. "Kind Sir," has opened on Broad-

Tomorrow (Thurs.) at 9 a.m. a mass will be held at St. Malachy's Church in memory of The Four Cohans.

Ira Blue, N. Y. show biz attorney, has been elected vice-president of Federal Bar Assn. of New York, New Jersey and Connecticut.

New Jersey and Connecticut.

Ed Ettinger returned to the Coast over the weekend after a week of confabs at local headquarters of flack firm headed by Margaret Ettinger.

Sir Carol Reed, British producer-director, film scripter Karl Tunberg and actress Peggy Ann Garner off to Europe Saturdy (7) on the Liberte.

N. Y. Post's Earl Wilson tried a portable tape-recorder for an interview with Groucho Marx in an eatery. However, background noises spoiled that venture.

William Gaxton cited last week

william Gaxlon cited last week by Brooklyn division of National Council of Jewish Women for his charity efforts, at ceremonies on Tavern-on-the-Green in Central Park.

Charles Schnee, editorlal assist-to Metro production chief fore Schary, left Saturday (7) for aris and Cairo where he will o. production "Valley of the ings."

The William Keighleys, legit producer Prince Littler, announcer Milton Cross and Theatre Guild exec Jerry Whyte in from Europe yesterday (Tues.) on the Queen Elizabeth.

Elizabeth.

Robert Taylor, Eleanor Parker,
Carlos Thompson and Kurt Kasznar in from the Coast this week
and leave Saturday (14) for Egypt
to begin work on Metro's "Valley
of the Kings."

to begin work on Metro's Valley of the Kings."

Fred Allen only did the comedy spieling of the soundtrack for the Howard - Teichmann - George S. Kaufman play, "Solid Gold Cadilac"; the material was the playwrights' otherwise.

Jerome Lawrence and Robert E. Lee, who scripted the Helen Traubel act which took the Wagnerian diva from the Metopera into the saloous, have just been gifted with Tiffany wristwatches by the songstress.

saloous, have just been gitted with salous, have just been gitted with song-stress.

Ned Depinet, former RKO prez. and J. Miller Walker, company's veepee-general counsel, accepted co-chairmanship of the motion picture division in the Travelers Aid Society's campaign to raise \$364,000 in the N. Y. area.

United World Federallsts' Armistice Day program at Carnegie Hall tonight (Wed.) is being chairmaned by Oscar Hammerstein 2d. participants will include Helen Hayes, Richard Eastham and Congressman Jacob K. Javits.

Many of the Fairfield County (Westport, Conn.) show biz commuters inundated by the suddenstorm last Friday. The Fitzgeralds causeway leading to their Hay Island (near Noroton, Conn.) country home collapsed, and almost washed away their new Rolls.

G. David Schine, 26-year-old saw their new Rolls.

McCarthy's Permanent Subcommittee on Investigations, was drafted into the Army in New York last week. Schine is the son of J. Myer Schine, bead of the Schine theatre circuit and hotel chain.

General James A. Van Fleet, U. S. Eighth Army commander in

General James A. Van Fleet, U. S. Eighth Army commander in Korea for two years and present member of the 20th Century-Fox board of directors, has been invited to be honor guest and principal speaker at an Albany Variety Club dinner Nov. 16 in the Ten Eyck Hotel.

Club dinner Nov. 16 in the Ten Eyck Hotel.

Joshua Logan has four hits in legit plays concurrently on Broadway, either as producer or stager, or both—"South Pacific," "Wish You Were Here," "Picnic," and now "Kind Sir"—so the current Broadway crack, since the talented impresario's crackup, now is, "What did he need it for? He certainly doesn't need the money."

Groucho Marx nixed guesting on the Sid Caesar-Imogene Coca TVer because they couldn't get his script material to him two weeks in advance, otherwise he won't risk it. Same goes for next Monday's guester on the Arthur Murray show, for which he's getting \$11,500, but "if the material's NG I won't guest on anybody's show, If I'm gonna flop I'll do so on my own."

Groucho Marx is proud of a \$20 Joshua Logan has four hits In legit plays concurrently on Broadway, either as producer or stager or both—"South Pacific," "Wishing You Were Here," "Picnic" and now 'Kind Sir"—so the current Broadway crack, since the talented impresario's crackup, now is, "What did he need it for? He certainly doesn't need the money."

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Groucho Marx is proud of a \$20 investment in a muffer which he made en routed down from the Savoy-Plaza to meet a Vantery magg for lunch at Lindy's, because "it's the first snow I've seen in 20 years in New York." Playwright Norman Krasna confessed to all-

most a similar lapse, and as for his wife, Erle, this was the first snow-storm in which she was in in her entire life.

Paris

George Bernard signed for next

George Bernard signed for the Lido show
Charles Trenet planing to Canada for Montreal nitery appearance
"Robe" to have preem at two Paris houses. Rex and Normandie, Dec. 4.
"Julius Caesar" M.G. getting fine crix appraisal here and in for a run.

Mark Marvin here to looksee the legit picture for possible London production.

Dany Dauberson back into the nitery Le Carroll's where she

Mark Marvin here to looksee the legit picture for possible London production.

Dany Dauberson back into the nitery Le Carroll's where she started career.

Jean Anouilh to London for huddle on British production of his new hit, "Lark."

Jean Renoir here to make his first French pie in 12 years, a screen biog of Van Gogh.

John Ringling North, back from Bad Gastein, spending two weekshere, before returning to U. S.

Pier Angeli here to start work in the French film, "Mile Nitouche." opposite Fernandel. Chris Kersen Into French film, "Mile Nitouche." opposite Fernandel. Chris Kersen Into French film, "Bradi Is For Tonight," being made in both French and English. Josephine Baker's first Paris stint in four years is month's engagement at Drap d'Or beginning Nov. 1.

A. M. Jullien quitting management of Sarah Bernhardt house to take over direction of Theatre National Populaire.

Jean-Louis Aumont and Michellne Presle into rehearsals of new Albert Husson comedy, "Pavements of Heaven."

Lesile Caron into a small hotel near the Empire Theatre where she is rehearsing a new ballet with the Roland Petit Ballets de Paris. Victor Mature resting here between location shooting in Holland of "True and Brave," in which he stars with Lana Turner and Clark Gable.

Maria Casares withdrawing from Comedie-Francaise troupe in De-

stars with Lana Turner and Clark Gable.

Maria Casares withdrawing from Comedie-Francaise troupe in December. Actress may join Jean Vilar-Gerard Philipe Theatre National Populaire group.

Etchika Choureau getting the acting prize for the most promising young pic actress here although the three films she has made have not been released as yet.

the three films she has made have not been released as yet.

Elvire Popesco-Mischa Auer revival of "Tovaritch," put on for limited 50-performance run at Sarah Bernhardt, moving to Athenee for extended date.

Michel Auclair playing nightly in successful legiter, "La Corde," and using helicopter daily to fly htm down to Villefranche for exterior work on pic, "Quai Des Blondes."

Blondes."
Simone Simon and Gerard
Philippe back from Tokyo Film
Festival. Phillipe, who goes back
into Theatre National Populaire
legit troupe this week, will direct
and act in "Marriage of Figaro"
company later in season.

Portland, Ore. By Ray Feves

Tempest Storm topping Capitol

Tempest Storm topping Capitol for third stanza.

Woo Woo Stevens, Jean Andrews and Art Peters at the Clover Club. Bobby Sargeant, Leon Mandrake & Co. and Royal Whirlwinds at Amato's Supper Club for two weeks.

weeks.
Oison & Johnson Revue inked for the Civic Auditorium for three days in December by Al Forman

days in December by Al Forman Attractions.
Liberace one-nighter set for the Civic Auditorium Nov. 14 as the first venture for All-Star Attractions, All records already broken with a complete sellout of all reserved seats.
Rod Cameron and Vince Barnett headed the Annual Shrine Show of Shows sponsored by the Motion Picture Industry of Oregon and allled show biz. Big layout was produced by UA branch manager Jack O'Bryan.

London

Paul Gallico guest of honor at last week's Varlety Club lunch. Al Corwin, director of informa-tion in N. Y. for Motion Picture Assn. in town on the last leg of a Continental invised.

last week's Varlety Club lunch.
Al Corwin, director of information in N. Y. for Motion Picture
Assn. in town on the last leg of a
Continental junket.

Julie Wilson back from Italian
vacation and signed up as a fulltime student at the Royal Academy of Dramatic Art.

Patricla Medlna returned to
London to co-star with Alan Ladd
in the next Warwick-Columbia
production, "The Black Knight."

Julie Oliphant, London publicist,
enroute to U. S. for a three-month
stay which will include a trip to
Hollywood to see her recently married daughter.

Ian Hunter, artistic director of
the Edinburgh Festival, appointed
managing director of Harold Holt,
Ltd., the music impresarios. Holt
died last September.

John Calvert and his wife, AnnCornell, back in London after five
months African locations for their
Technicolor film, "Africa's Strange
Horizons." Interiors are now being
filmed at Shepperton.

Greer Garson opened her lecture tour at London University
where she was a student. She also
is currently do in g personals
throughout the country in connection with preem of "Julius Caesar."

Herbert Wilcox tossed a reception to Forrest Tucker, Victor McLaglen, Margaret Lockwood and
John McCallum, all of whom are
to appear in his next Republic
production, "Trouble in the Glen."

Passengers on the Elizabeth
which sailed for New York last
Thursday (5) Include Prince Littler,
Jerome Whyte, Alfred Black and
Ernest E. Blake, chairman of
Kodak, Ltd. William Keighley and
L Glassberg picked up the boat at
Cherbourg.

By Hal V. Cohen
Jack Palance in town for two
days plugging his latest pic, "Flight
to Tangier."
Jill Corey came

Jill Corey came back in old hometown for round of Columbia record receptions.

Jackie Heller's lad, Bobby, going to Arizona to live on account of his sinus, will enroll in Arizona U next

year.

Robert Lynn and Helen Mayon,
White Barn strawhat character
pair, bought a home in Tujunga,

pair, bought a home in Tujunga, Calif.

Kay Riehl, local character actress now living in Hollywood, signed for small role in Par's "Sabrina Fair."

Bill Nesbit and Sterling Yates pinchhit on "Party Line" while Ed and Wendy King were on a western motor tour.

Press reporter Eddie Beachler and George Kelly writing biography of David J, McDonald, head of United Steelworkers, under the title of "Man of Steel."

Chicago

Chicago

Lester Alden, local Equity actor, in Catherine Booth Hospital.
Marty Caine of Frank Sennes' Cleveland office in town setting up talent for holiday season.
Pat Breen, pic critic on Chicago American, now with Aaron Cushman, Chez Parce publicist.
Jean Fardulli, Blue Angel boniface, singing at Civic Opera House for Greek King and Queen.
Kathleen Hughes, George Jessel, Joan Leslie and Jeff Chandler here as guests at TOA conclave.
Five local deejays will emcee Maremont Foundation jazz concerts in high school auditoriums this month, Jay Trompeter handling three of them; Jim Lounsbury, Bill O'Connor, Linn Burton, and Fred Reynolds will do one each.

Philadelphia

band booking agency. In addition, Collins will promote series of mambo dances at Wynne Hall, formerly Wynne Theatre, film nabe. David Miller, just back from Europe, has set up Eastwick Music Ltd., in England. Miller made a deal with Columbia Records of England, by which he gets all their European masters for reissue on his Essex label, with the British company getting rights to Miller's Essex artists.

Minneapolis

By Les Rees
Film columnist Hedda Hopper
addressed St. Paul Women's Institute.

addressed St. Paul Women's Institute.

Minnesota U. football attendance here hitting 300.000 for five home games, third time since 1940.

Sadler's Wells Ballet at Northrop Auditorium on Minnesota U. campus for three nights this week.

Songstress Mary Meade and harmonica humorist Johnny O'Brien holding over at Hotel Radisson Flame Room.

Covered Wagon holding over BeBe Shopp, Minnesota's "Miss America." winner of one of Atlantic City pageants.

Russell Nype scheduled for Hotel Radisson Flame Room fortnight date Nov. 12. making his fourth appearance there.

Minnespolis Symphony orch had ticket booths in four Loop department stores to stimulate patronage for 51st season which startss this week.

With "Love of Four Cotonels"

for 51st season which week.
With "Love of Four Cotonels" closing, only definite booking remaining for Lyceum, which has had but two shows so far this season, is "Time Out for Ginger," week of Dec. 28.
Singer Andrea Marsh, who started career in local radio station

Singer Andrea Marsh, who started career in local radio station KSTP, here visiting members of family after touring with 'USO troupes in Alaska, Japan and Korea, prior to taking off similarly to France and North Africa.

Australia

By Peter Morrison
Michael J. Moodabe, chief of
New Zealand's Amalgamated circuit, signed for CinemaScope in-

New Zealants .

Signed for CinemaScope installations.

Bid to build Sydney's first drivein nixed by government's theatre
licensing commission.

Waterman Bros. to spend \$132,000 on facelift for Adelalde Tivoli,
1.800-seat stagefilm house, previously up for sale.

"South Pacific," now at vast
Sydney's Empire under J. C. Williamson banner, entered its second
year Down Under.

Universal's Aussie chief, Here
McIntyre, sealed distrib pact with
Kerridge-Odeon chaln in New
Zealand for 18th successive year.

First major chore of newly appointed RKO chief Doug Lotherington was to sign new deal with
Amalgamated's New Zealand chain.

pointed RKO chief Doug Lother-ington was to sign new deal with Amalgamated's New Zealand chain, 20th-Fox chief Sydney Albright, back from six-week world tour, an-nounces British Movletone will make CinemaScope Technicolor film of Royal Tour Down Under.

Birmingham

By Fred Woodress

By Fred Woodress

Gene Austin at the Lotus for two weeks.

Sunny Fox, comedienne-singer, into 17th week at Pirate Room of Bankhead Hotel.

Agnes deMille Dance Theatre opens Artist Contest Series at Contest Series S

Bankhead Hotel.

Agnes deMille Dance Theatre opens Artist Contest Series at Auditorium Nov. 11.

"The Robe" is first film ever to hold for three weeks in 27-year history of the Alabama, state's largest cinema.

Gretchen Wyler replaces Pamela Brittain in "Guys and Dolls," due here Monday (9) at the Temple for eight performances.

Francis Falkenberg bringing "Oklahoma" to the Temple for eight performances on Dec. 14. from the Shubert in Chicago enroute to Florida.

Hollywood

Zsa Zsa and Magda Gabor planed in from N. Y.
Antonio Moreno celebrating his 50th year as an actor.
Barney Glazer hospitalized with a blood clot in his leg.

Francis Batemans celebrated their 30th wedding anni.

Phil Carey to Omaha for the preem of "The Nebraskan."

Piper Laurie collapsed on the "Johnny Dark" set at Universal.
Carlos Thompson left for Egypt to appear in "Valley of the Kings."
Dan Duryea's son, Peter, recovering from emergency appendectomy.

Roy Rogers and Dale Evans tossed a party for underprivileged children at Iverson's Ranch.

Sheree North broke a bone in her foot while rehearsing a dance for Paramounts "Living It Up" Edward Arnold named general chairman of Chamber of Commerce exposition, "Hollywood Historama."

torama."

Cleveland booker Frank Sennes will solo operate the old Earl Carroll's, to be renamed the Moulin Rouge, and will not have any Wilbur Clark (Desert Inn, Las Vegast backing, according to a spokesman for Sennes, Donn Arden-Ron Fletcher will stage. Sennes, of Course, has been longtime booker for the Nevada spot, but this is his individual operation. Previous VARIETY item about Clark's alleged connection is formally denied.

Miami Beach

By Lary Solloway
New DiLlido Hotel still seeking
top name for opening Dec. 20.
Harvey Stone added to Helen
Traubel Show opening Dec. 15 at
Clover Club.
Frank J. Brodock appointed
general manager of Rela Films,
affiliate of Wometco-WTVJ.
Myron Cohen fills comedy slot
on initial Sophie Tucker show
which preems new Beachcomber
Dec. 22.
"Oklahoma" company replaces

which piceus Dec. 22.
"Oklahoma" company replaces cancelled "Guys and Dolls" at Dode County auditorium for 17 performances beginning Dec. 26,

Omaha

By Glenn Trump
Barbara Hammond featured with
Johnny Long orch.
Dorothy Lamour took time off

from her p.a. tour to see the Indiana game at Iowa City

Marian Melcher and Jack Wen-strand drew lead-roles for "The Shrike," Omaha Community Play-

Shrike," Omana Common thouse opus. Former vaude dancing stars, the Tackmans (Arthur and Ruth), now live here; he's with a children's

BIRTHS

Mr. and Mrs. Bob Russell, son, Hollywood, Nov. 3. Mother is the former Gloria Oliver, screen actress; father is with Hecht-Lancaster Productions.

Mr. and Mrs. Geoffrey Staines, son, Scarborough, Eng., recently. Father is director of the York-Scarborough Repertory Theatre Company.

Mr. and Mrs. Arthur L. Grimm, son, Forth Worth, Oct. 4. Father is account exec with station WBAP AM-TV.

is account exec with station wbar-AM-TV.
Mr. and Mrs. Larry Morrell,
daughter. Fort Worth, Oct. 27.
Father is staff announcer with
station WBAP-AM-AF-TV.
Mr. and Mrs. Ben Brady, son,
Hollywood, Oct. 31. Father is a
television producer.
Mr. and Mrs. Grover J. Allen,
daughter, Chicago, Nov. 4. Father
is exec producer at WBKB in Clicago.

and Mins. Mi

OBITUARIES

JACOB H. LUBIN

Jacob H. Lubin, 79, general condevile booking manager for the Loew Circuit, died in New York Nov. 8 after a lengthy illness. Streng from arthritis, he was been deen for the past 10 years. Lubin first entered show business are treasurer of the old Miner's Lubin first entered show business are treasurer of the old Miner's Teatre. N. Y., where he became the friend of Marcus Loew, a former turrier who was then starting to expand his theatre holdings. Low and lask the youthful treasurers advice about talent and looking, and would occasionally locrow props from that house. Eventually, Loew invited Lubin to join his organization as manager of Loew's Seventh Ave. N. Y. He later moved up when Jack Goddberg, who had been assisting Joseph Schenck with the booking, resigned. Lubin worked with Schenck for years until the latter

VLADIMIR BAKALEINIKOFF

Vladimir Bakaleinikoff, 68, sistant conductor and musical adviser of the Pittsburgh Symphony Orchestra since 1939, died in that city Nov. 5 after an illness of sev-eral months. He was stricken last winter on the Coast while touring with the Bakaleinikoff Sinfonicita. a small-scale symphony which he founded in 1950. He remained in Hollywood all summer, went to Interlochen, Mich., early this fall and returned to Pittsburgh Oct. 1.

and returned to Pittsburgh Oct. 1.
Bakaleinikoff first became associated with the Pitt Symphony 14 years ago as associate conductor and first violist under Fritz Reiner. When Reiner left in 1948, Bakaleinikoff took over as musical adviser during a succession of guest conductors, and was appointed director of special concerts when William Steinberg arrived in Pitts-

REMEMBERING

Gus Edwards

November 7, 1945

LILLIAN

left the company to become chair-man of the board of 20th Century-

Lubin had several idiosyncracies buying talent. He rarely bought sketch unless there was some action therein. Thus, sometimes in the middle of a highly dramatic diece of business, a dance would be introduced. Sidney Plermont, low a talent buyer for NBC, was some office boy to Lubin. Piermont took over the operation of the entire talent office when illuses forced Lubin into the side-mes.

lines,
A daughter, Olga, is married to
Marvin Schenek, Metro production
executive. A sister, Mrs. Fannie
Glicksman, also survives. Lubins
wite, Etta, died several years ago.

LOUISE RANDOLPH

Lauise Randolph, 83, who for are played featured leads in

burgh a year ago as the new permanent conductor.

Born in Russia, Bakaleinikoff had a noted musical career in that country, coming to the U.S. permanently in 1927 as assistant conductor of the Cincinnati Symphony under Reiner. In addition to his wife, survivors include two brothers, Mischa and Constantin Bakaleinikoff, film studio musical conductors in Hollywood.

of dedection of the control of the c

A MOST HONORABLE GENTLEMAN

JACOB H. LUBIN

(November 7, 1953)

He will forever be in our thoughts.

MAY and AL GROSSMAN

Broadway productions, died Nov. 2 in Port Chester, N.Y. Descended from the Randolphs of Virginia, say made her debut in John Craix's company at the Castle Square

ic. Boston.

S Randolph, who was the wife millionaire, is said to have the first prominent society in to break through the diec of the day and go on the Latter she appeared under Belasco's direction with its Starr in "The Easiest"

Thereafter Miss Randolph toured

In Beloved Memory of JACK McINERNEY NOV. 14th, 1951

Horiense and Jack Jr.

in in Fort Leavenworth, Kan. Randolph was the daughter opt. Henry C. Messinger, She shipt Henry C. Messinger, she shirst wed to Louis Dorntree, a single manufacturer, and later shied Santond C. McKnight, who laters, shis, George S. Travor Mrs. Agnes Burritt, both of single are former actresses, interplayed at Lebanon, O.

which toured in the pre-Twenties

which toured in the pre-Twentics period.

After Longbrake's trouping days were over he managed Gus Sun's Bandbox Theatre in Springfield. Here he also wrote a musical revue which had a three-year run on the road. He composed some musics but usually functioned as a lyricist as when he wrote the words for "I'll Tell the World" in usually functioned as a lyricist as when he wrote the words for "I'll Tell the World" in usually Bill Dalton. Among his other songs were "My Dreamland Girl," "Rosa Lee" and "Cutic, Who Tied Your Tie".

DYLAN THOMAS

DYLAN THOMAS

Dylan Thomas, 39, Welsh poet with the poet of the Y. M. H. A. Kaufman Auditorium, N. Y. in readings of his new play. "Under Milkwood," died Nov. 9 in Jew York. Thomas, whose home was in Laugharne. Carmarthenshire, Wales, had worked as a radio-scripter for the British Broadcasting Corp. and had also written several film scenarios.

Thomas made frequent appearances in the U. S. in a series of poetry readings and had planned on writing the lyries for a new the poet of the poets for a low with the poets for a low film scenarios.

Wife, two sons and a daughter survive. A Dylan Thomas Fund to give financial aid to the poets family was established following his death.

DOLLY MORSE

DOLLY MORSE?

Theodora Morse, 63, lyricist and publisher under the name of Dolly all operations of the Berlin State Opera at those and first femme member of ASCAP, died in St. Agnes Hospital, White Plains, N. Y., Nov. 10.

She was a charter member of Her last success was as "Lulu" in one of the Berlin State Opera at those and appeared in many classification of the Berlin State Opera at those and appeared in many classification of the Berlin State Opera at those and appeared in many classification.

One of Miss Spletter's best remaindered routs was that of Xenia in Worl-Ferrari's "vier Grobiane."

ASCAP, having joined in 1914, and with her husband, the late Theodore Morse, was the first husband and wife team in the Society. Beture her husband's death, she also used the pseudonyms of D. A. Esrom and Dorothy Terris. Her songs include "Three O'Clock in the Mornine" "Sing Me Love's Lullaby" "My Wouderful One, "Another Bag? "Siboney," "Hall, when the Mornine "Sing Me Love's apartnered in scores et amusement enterprises on the Milwood ment e "Another Bag," "Siboney," "Hail, Hail the Gang's All Here, "When Uncle Joe Plays a Rag on His Old Banje," "Bobbin" Up, and Down," "I Always Knew I'd Find You."

EDUARD KUNNECKE

EDUARD KUNNECKE
Eduard Kunnecke, 68, one et
Germany's most popular operetta
composers, daed of a heart aliment
Oct. 27 in Berlin after a long illness, He wirde operas, C'Robin's
End, "Coeur As" and "Vullage
Without Bell") before turning to
operettas. operettas. Kunnecke's biggest success

"Cousin of Dincada," an operetta for which he wrote screen versions (1934 and 1953. His operettas, "Glueck-liche Reise", (Hoppy Journey) and mene Reise." Happy Journey; and "Hachzeit mit Erika" (Wedding With Erika, also appeared (1933 and 1949) on the screen. In addition, he wrote the music for some 35 pix and composed immerous other sones.

Dambter (1988)

her songs, Daughter, Evelyne Kunnecks, a cominent German pop singer

MARIA RANZOW

Maria Ranzow, 69, nee Maria
von Ranzenberger, fetired operatic
contralto, died Nov. 4 in New York.
A singer with the Metropolitan
Opera Co. in the 1930-31 season,
she made her debut in 1913 at the
Vienna Imperial Opera. From
1924-1929, she sang leading contralto roles under the direction of
Sigffied Wagner at the Bayreuth
Festivals:

"Mme. Ranzow made approgramme

Festivals:

Mme, Ranzow made appearances
at the Teatro Colon, Buenos Aires;
La Scala, Milan; the Paris Grand
Opera and in opera houses in
Nuremberg and Berlin, In 1937,
she appeared in the U. S. as solois
with various symphony orchs, in-

James Merril Herd

cluding the Boston Symphony. She had also appeared in concert halls in France, Germany and South America. in France, Octa-America. An adapted daughter survives.

ROY LOCKSLEY

Roy Locksley, 54, elected secretary of the Canadian Musicians Union (AFL) last year for a five-year-period, died in Toronto, Nov. 3. Program director of CFRB, Toronto, in 1932, and latierly musical director of the Canadian Broadcasting Corp.; he had previously been trumpet-playing pit conductor at the Imperial, Shea's and Lacw's theatres, Toronto.

Locksley was commanding officer of the European tours of the Royal Canadian Navy Show. After the war, he became musical director of the Canadian National Exhibition grandstand shows, Survived by son and a daugh-

son and a daugh-

MRS. E. S. COOLIDGE

Mrs. Elizabeth Spragne Coolidge, 89, music patron, dred Sov. 4 in Cambridge, Mass. Establishing the Berkshite Festivals of Chamber Music in 1918, she previously set up a \$100,000 pension tund for the Chicago Symphony Orch in 1915.

Mrs. Covieties

1915.
Mrs. Coolidge was also an amateur pianist and composer, having written several pieces of chamber

In Loving Memory of LOUIS RYDELL

(Nov. 9, 1947) Gone but not forgotten THE FAMILY

music, Last September, Mrs. Cool-idge and Local 802 of the Ameri-can Federation of Musicians spon-sored a free open air concert in Washington Square Park, N. Y.

A son survives.

CARLA SPLETTER
Carla Spletter, 41, German opera
soprame, died in Berlin Oct, 28
after a long illness. She was considered as one of the most charaing opera performers in Germany.
For years she was member of the
ensemble of the Berlin State Opera
House and appeared in many classical operal.

Sebastian B Bamagosa, a6 wl was partnered in scores of anna-ment enterprises on the Wildwoo N. J. Joandwilk, dred Nov 83 Cape May Combining, N. J. 1 was identified with the resort's e-tertainment.

years.
Ramago at was tendited, with bringing dance marathons east in 1930. He promoted more than 190 of the contests and employed such then torknowns as Frankie Laim. Red Skelton and Jure Havoe. His interests, also included a racin stable, the Wildwood Independent Receigh and a recent lus controls. Wife as d three sots survive.

JOSE DEL AND
JUSE DEL AND
JUSE DEL AND
JUSE DEL AND 47, United Artists manager in Caha, dead Nov 4
in Cuba. He was a velcena of 25
years service with the filing company, having a sixted as a cerk in
the Havana otter. He subsects utily became hooker, salesin in as assiant remaneer and acting in masser
Last January be was named in inager, following the retriement of
Henry Weiner
Wife and two daughters survive

CHARLES McCORMACK
Charles McCormack, 67 Aperpresident and member of the board of Counton Advertising the New 7 at his North Terger N. J., home:

He was associated with various agencies, melhuling J. Walter Thompson and J. Striline Gerchell Surviving are his widow a son, and daughter

OSKAR LANGE Oskar Lange. (9), burner concert violinist, died O.4, 31 in New York. Born in Germany, he had placed with the German Grand Op. va Co with the German Grand Op.7a Co. In the U.S. be performed with Victor Herbert, the Finlharmonic Symphony and the Russian Sym-phony Society of New York. He had also Joured the U.S. with Decision Symphosis and Symp Prince Serge de Diaghifett and the Ballet Russe. A daughter survives.

HAROLD P. PRESTON
Harold P. Presson, 53, outline actor, died Nov. 1 in New York Pressdent of an ad firm bearing his name, he toured the country with the Blane Stock Co and had his own stock company in Buffalo At the time of his death, Pre to was working on his contemplated production of Greenwich Allago Varieties."

Wife and a daughter survice

CONEY HOLMES

Coney Holmes, 78, former booking agent and theatre manager died Oct, 34 in East Iship, L. I the had managed such theatres as the Majestic, months for the Majestic months of the Orientals all in Chicago.

Holmes had been a hooker for the Keith Origheum and office vandeville circuit. Dimag are cent years he resided at the Pers Williams Home, East Iship

ADELE LIVINGSTON

Mrs. Adele Glaver Seadton 5c contrado y los sang under the evine of Adele Livingston, duel Nov. 2 in New York. She had appeared with several opera companies and was seen with the Russian. Abear. Philacelphia and New England Direct Companies. Opera Companies.
His-band, Evo rops and two
ters survive.

LOUIS FISHIN

Louis Epstein, 70, piunter Onida film theatre up died Nov. 5 in that city. He was a partner to 30 years in the Epstein Anni canon Co, which once operated 10 submittan theatres in Omaha The ods fit now has two houses.

Epstein leaves his vafe. Minnerson, Sidney, and two daughters. Mrs. Ben Simons and Mrs. Henry Greenberg, all of Omaha.

CHARLES S. GI GGENHEIMER
Charles S. Guggenheimer, 76, a
director of Warner Bros and a
senior member of the law firm o
Guggenheimer & Untermyer, dued
Nov. 7 in New York. His wife,
Mrs. Minme. Guggenheimer, is
chairman of the Lewisolin Stadium,
N. Y., outdoor summer concerts.
Surviving, besides his wife, are
a son, a daughter and a sister.

1 in Hollywood following a heart I in Hollywood following a statack. He was a partner of pro-ducer Leonard Goldstein in the ownership of the Ming-Room, and frequently functioned as technical adviser on the film lots. His wife and live children survive.

James MacCurran, 44, film ob-tor with Columbia Pictures, died of a heart attack Nov 7 in Holly-wood. His wife, who is with Uni-versal's editorial department, sur-vays as does a har shruther, pro-omer-writer Bruce Anning.

Antonio Candevia, 72, music conductor, ded Nov. 5 in Martind, the haround the over at the Barre-tona Opera House for 35 years and had performed in numerous other countries.

Elwin (Doc) Cook, 61 directime miscal comedy performer, thed in Borns Falls, NY, No. 2 after a fort illness. He produced and di-cated more than 20 variety shows to Gens Falls sanitarium

Father, 85, of Nunnally Johnson, film producer-securist, died Nov. 8 at 158 home in Columbus, Ga. Another son, two here Lers and two islens sturive.

Mother et Mrs. Dan Newman, wife of head of Stanley Warner art department in Pittsburgh, died in New York O. J. 20 after a short illness. Wife, 69 of the late William H. Brennan, for years manager of the Boston Symphony Orchestra, died Nov. 6 in Jeswich, Mass. Survived by son and two daughters.

R. Ceell Hardie, longtime wankee organist, died recently that city Surviving are his yand daughter.

Victor S. Hamilton, 75, pioneer exhibitor and tornier owner of the Kinnaued Cinema in Dundee, Scot-land, died in that city Oct. 14.

Wother of Tommy Sternfeld, odocer of "Teen Age Barn" on RGP-TV, Schenectady, died Nov. in Albany.

James Marsh, 45 former manist to Gracie Fields, drowned Oct. 25 at Rochdale, fing.

Mother, 80, of Pat Ballard, song-writer died in Towanda, Pa.

MARRIAGES

Martha Burnett to Buddy Saffer, Greenwich, Conn., Nov. 7. Bride is a musiconcedy singer, he's a CBS

Nataha Zeno to Harold D. Blumberg, New York Nov. 7. Bride is a lociner ballerina and agent; he's an executive of Brooks Costinue Co.

Nan Uhhuann to Mavin Meyer, Beverly flills, Cal. Nov. 6. He's a member of the Paramount Stu-dio legal staff.

Mannie Dunwiddie to William Wotfe Edinburgh Oct 31 Bude is daughter of Melville Danwidde, Scot radio chief for BBC

J.H. Schaeler to Wdhan Shep-terd Las Vega Not 2, Brite is the daubiter of producer Armand Schaeler.

Shirley Gray !! Mide She can. Puttshingh Nov. !! Bri 6 is tradic numerer at WDTV.

numerical WDTV.

M. Latvak, No. 2 York, Nov. 7 Brooks, vith the Wm. Weintrant. distributed to Nov. 10 Brooks, Nov. 10 Brooks, vith the Wm. Weintrant. distributed to the Milital of Look.

Ellen. Melatoch to Greffier Nethercott Duderantine, Scotland.

Cet. 30. Bride is actives with Characov Citizens' Theatre, the Strange college instruction in speech training.

Binkie Colb's to William Speir Jaspow! Oct, 21 Bride is star

Ascanetine Pastdev to George Beineman, Nov. 7, Chicago, He's director of programming at WMAQ and WNBQ, Chicago.

La Rosa

the mext time he was in the area.

In-most cases, it's likely that LaRosa will be sold in cases where
there is virtually no competition.

It's bring done primarily for the
sake of maintaining GAC's goodwill with various nitery owners.

Otherwise - LaRosa is bei

WILLIAM P. BARRY

William P. Barry, 69, stage manager of Roger Sherman Theatres, New Hyen, and former stagenhamager of Slanbert Theatre, there died suddenly in that city Nov 9 Surviving are a system, two nices and a nephew.

Will with various nitery owner Orherwise Larosa is belowed mainly on one-nightees, has one theatre date lined up a completing his stand at tae. Me conflict Theatre, Boston, Hell sint of the Chicago Theatre, Glue and a nephew. surviving are a sister, two nices, and a nephew.

Bruce Wong, 47, restaurant where and former actor, died No... at this point.



The BLACKBURN TWINS

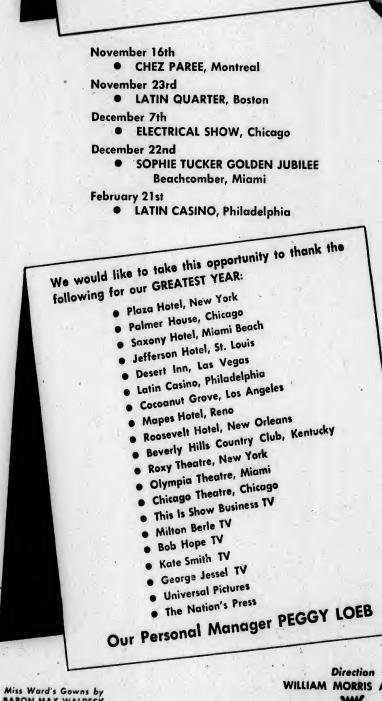
Take great pleasure in introducing their new partner,

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WILLIAM MORRIS AGENCY







Miss Ward's Gowns by BARON MAX WALDECK

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NEW YORK, WEDNESDAY, NOVEMBER 18, 1953

PRICE 25 CENTS

TELETHONS CUT ACTORS' JOBS

Met Opera Goes Richly To The Devil On 70th Anni With 65G SRO 'Faust'

By ARTHUR BRONSON

What's turned into the world's No. 1 musico-social show—a N. Y. Metropolitan Opera opening night — preemed again Monday (16) with all the oldtime hoopla, plush and pomp. Bigwigs from financial dipiomatic and social worlds vied with show biz exces and names from films, legit and longhair to mingle with mere music-lovers at this choice plum of an event. And an event it really was this ime. The historic tonsil emporium, a melting pot of all musical nationalities, was celebrating its 70th anni—although it has played only 69 seasons, one being erased by a fire. Preem opera was Gounds's Faust," which had been the Met's opener when it first unlatched dioors Oct. 22, 1883. It was a starsludded "Faust," with probably the best cast the modern-day Met has assembled. And it was a new, daring "Faust," production that cost the Met a juicy \$85,000 to mount—but a fresh version of the hackneyed old warhorse that brought it sharply to life again in a smoothflowing, sparkling presentation that was a treat to watch and bear.

Even the devil was different, since the venerable opera has been updated from a medieval setting to the romantic 19th century. Mephistopheles wore top hat, white tie and coat tails instead of lorns, monkey tail and feather (Continued on page 72)

British 'Creep,' a Slow

British 'Creep,' a Slow 2-Step, May Be Next Dance Craze to Sweep U.S.

A new dance craze in England, called "The Creep," last week touched off a U.S. publishers' scramble to come up with the first disk, but Miller Music, of the Big Three combine (Robbins, Fels & Miller) came out on top. The Big Three, through its British affiliate, Robbins Music, Ltd., had the copyright to the original instrumental band number, "The Creep," cleffed by Andy Burton, and this is the tune getting covered by the major Giskers.

that the occasion demanded."

On show were Andrews Sisters.

U.S. publishers' interest in the dance was sparked by Don Holenbeck's CBS-TV show a couple of weeks ago, when a film clip showed British hipsters hoofing the step in a London dancehall. The next day, an American cleffer penned a number under the title, "The Creep," and a couple of publishers put their bids in to get the copyright. Disclosure of the Big Three copyright, however, ended the competition.

"The Creep is reportedly becoming the biggest craze in England since the Lambeth Walk, and Miller Music is aiming to propose the dance in the U.S. The title of the song, incidentally, refers to an actual slow-moving two-step and not, in American parlance, to'a type of character.

TAX ON NUDE CLUB!

Washington, Nov. 17.
Bureau of Internal Revenue has put a pinch on nudism.
Effective Dec. 1, it has just ruled, the 20% admissions tax applies to admissions and fees of a nudist club and the 20% excise tax on club dues must also be paid by the let-your-skin-breathe cultists.
"It has been the policy for the Internal Revenue Service," it was announced, "not to regard a club, the purposes of which include the promotion of nudism, as a social, athletic or sporting club within the meaning of the Code."

Show for Greek Rulers Unruly

Hollywood, Nov. 17.

American Guild of Variety
Artists blew the whistle on free
entertainment for visiting royalty
and invited civic officials to pay
for shows for VIPs in future after

and invited civil officials to pay, for shows for, VIPs in future after councilmen and mayor complained about the show offered Saturday night (14) at banquet for Greek monarchs. Coast AGVA chief Eddie Rio said, "Before I okay another free show it'll be a cold day." Councilman Gordon Hains started furore with request that council investigate the program, "part of (which) was repugnant to decent citizens. It shouldn't have been put on. It wasn't typical of American life." Mayor Norris Poulson also got into the act, declaring "There were some off-color songs. I didn't like it. It was filthy, suggestive, risque, in very poor taste and far from high typed program that the occasion demanded."

On show were Andrews Sisters, (Continued on page 67)

'CHARITY PITCH A RACKET'---REAGAN

Hollywood, Nov. 17.

If charity begins at home, actors ought to be more thoughtful of the self-interest of other actors. Stars and entertainers making unpaid appearances at benefit performances all over the country have practically caused the elimination of "club dates," once a prolific source of paid employment for performers. The decline of such club dates further destroys live vaudeville.

This charge is made by the president of the Screen Actors. Guild, Ronald Reagan, who is currently stirring his own and other takent guilds to stand up to the promoters of benefits, who have made a racket in the sweet name of charity. Latest twist of this racket, the all-night telethon, often costs 40% in expenses (everybody else is paid, but not the actors) which is a very high rate for collecting charity funds. Also telethons have an enormous rate of welching on pledges made on a grandstand gesture basis.

Reagan points out that the promoters have developed slick chisting approaches and manage to get around the Theatre Authority, the organization formed 20 years (Continued on page 42)

Japs No Longer Literary Pirates

Washington, Nov. 17.

Another venerable wisecrack—
"royalty ends at the Rising Sun"—
will have to be revised. Japan has agreed to extend to American authors, composers, recording companies and motion picture producers copyright protection within the Empire as good as that granted to Japanese nationals. The necessary signatures were exchanged last week ending the era of "notonious piracy" of American copyrights in the Nipponese islands.

In exchange, Japanese will receive the same copyright protection as Americans in this country. Deal is a 'considerable improvement on the old copyright convention of 1905 and is made retractive to April 28, 1952. The new pact is to run for four years, with the two nations agreeing to work out a more permanent copyright arrangement at the earliest possible date.

Truman's 48.3

Former President Harry S. Truman's speech covering the Harry Dexter White case on the major radio and TV networks Monday (16) night drew a Trendex 10-city sets-in-use score of 48.3. NBC romped off with nearly half of that via its 23.6. CBS' score was 15.6. ABC had a 3.9 and "all others" 5.0.

Motion Pictures a Two-Billion-\$ Biz; **Rest of Show Business, \$659,964,000**

Rest of Show Business, \$659,964,000

Washington, Nov. 17.

Motion picture industry corporations had total receipts of \$1,955,301,000 in 1950 on the basis of tax returns submitted to the Treasury by 5,881 active corporations. Figures are for production, distribution and exhibition.

Web will give the Oscar event the full works an radio and TV.

Nod was given to NBC by the Academy's board of governors who viewed the web's color tests on the Coast two weeks ago. Four potential clients are already lined upover. NBC. Fet is slated for lited March. It's expected that the PCC will announce its approval of the NTSC system by the first of the year.

Only Stars Can

Limit Blaze Of

Playwrights Co.

Both current Playwrights Co.

Foroductions, "Tea and Sympathy and "Sabrina Fair," are apparently due for sellout or approximate sellout Broadway runs through the balance of the season, but both are subject to contractual negotiation thereafter. Meanwhile, the producing firm has an unprecedented combo in two of the biggest bo, smashes of its 15-year history.

Fact that both shows appear to depend largely on star performance and boxoffices draw makes the contractual angle vital to their combinance and boxoffices draw makes the contractual angle vital to their combinance and boxoffices draw makes the contractual angle vital to their combinance of the season, but both are subject to contractual negotiation thereafter. Meanwhile, the producing firm has an unprecedented combo in two of the biggest bo, smashes of the 15-year history.

Fact that both shows appear to depend largely on star performance and boxoffices draw make the contractual negotiation thereafter. Meanwhile, the producing firm has an unprecedented combo in two of the biggest by the first of the producing firm has an unprecedented combo in two of the biggest by the first of the producing firm

Axelrod's 'Studio One' 'Comedy Documentary

George Axelrod, who recently withdrew his new play, "Pfilt," on the eve of production, turns to tele with an original "comedy documentary" on Westinghouse's "Studio One" called "Confessions of a Nervous Man" skedded for Nov. 30. It's about the harrowing experiences of a writer he knows very well, the author of the click legiter, "Seven Year Itch," who is George Axelrod.

Incidentally, "Studio One" is becoming a boon to artists. Marcel Vertes drew the socko "Camille" balop title card and Antonio Frasconi made a woodcut for this wooke."

coni made a woodcut for this be the weeks "A Bargain With God." Upcoming are the works of Fritz name. Eichenberg, William Stieg, Henry Yak Koerner and Carol Blanchard.

Dubbed by Italo Unknown
M.G.M. Records recently deadnamed an award gf a golden platter to Italian film actress Silvana
Mangano for the hit film time,
"Anna," from the Italo pic of same
name, even though Miss Mangano
had nothing to do with the vocal.
Flo Sandons, a popular Italian radio-record "thrush, was the one
who vocal-dubbed the song Into
the pic's soundtrack whence the
"M-G-M disk was taken.
Miss Sandons receives no billing
on the platter although it's usual
practice on disks made from U. S.
pic soundtracks, where the dubping technique is used to give
credit to the actual vocalist.

Christine to Play N.Y. With 'Miss' Billing, 5G

Deal is on for Christine Jorgen-sen to make her New York nitery debut at the Latin Quarter, some-time in January, at a salary that may hit around \$5,000. She'll do her act with comedian Miles Bell. One of the contract demands will be that 'Miss' precede all billing and advertising mentioning her

Yates Artists Bureau is repre-

TV Seen Rid of Plunging Neckline, Offcolor Gab in 1st Code Report

Washington, Nov. 17.

Program housecleaning by the TV broadcasting industry has practically eliminated complaints of impropriety in women's wear, according to the first report to the public by the National Assn. of Radio and TV Broadcasters on the progress of the TV Code, Virtual disappearance of complaints of this type, report declares, "indicates the success of the Code Review Board through cooperation with the industry in effecting the Television Code."

Recalling criticism in the code.

Recalling criticism in the early days of TV over "indecent costuming typified by the plunging neckline," the report finds that "since the Code's implementation it may be said that what was once causing much criticism of the TV industry has been reduced to a great extent."

tent."

Report reveals that the Code Review Board, acting on a complaint last year "regarding the dress of a nationally-known performer who had appeared on a program of wide distribution," requested a kinescope for review, with producers of the network show sitting in, "It was the feeling of all present," report said, "that the costume might not be in the best taste and that the program producers should tighten up their controls on variety type programs as presented by the particular broadcasting service."

Several similar situations in-volving other programs were han-dled in the same way and resulted in "added precautions," report

added.

Board action on a complaint early this year regarding offcolor utterances of a "well-known and popular comedian" who departed from his script also brought prompt compliance. "Since this development," report declared, "no further happenings of this nature have been noted on the part of this famous star and comedian."

Alcoholic Slant

Roz's Musical Western

Hollywood, Nov. 17. The Ephrons (rienry and Phoese have written a western filmusical for Rosalind Russell's next picture to be made independently by Frederick Brisson, her producer-husband, with Floyd Odlum bank-rolling.

nusband, with Floyd Odium bank-rolling.

It is not primed until after the run of "Wonderful Town" on Broadway, starring Miss Russell. Meantime a name songsmith is be-ing aligned for the film score.

Noel Coward Song Book Gives Back-of-His-Hand To Today's Drama Crix

London, Nov. 10.

There are few personalities connected with the London theatre who could rival Noel Coward's versatility. Certainly there are none to equal his ego. In any event, he is generally regarded, and quite rightly, as one of the phenomena of the modern show biz era, who has been at the top for many years as actor, composer, lyricist and cabaret performer.

The publication of

former.

The publication of a selection come of the more famous of his songs in a \$5 volume by Michaelsongs in a \$5 volume by Michaelsongs in a \$5 volume by Michaelsongs in the author, gives a clear picture of his assertive makeup which undoubtedly has been a contributory factor in the successful style he has developed over more than three decades. His first song in the volume was penned as a youth of 16, but the book traverses the period from his songwriting beginning to the 1950s.

In his introductory remarks,

ment," report declared, "no further happenings of this nature have been noted on the part of this famous star and comedian."

Alcoholic Stant

In a section of the report on viewer comments, the Board reveals that "some of the criticism from the public" is aimed at ad-(Continued on page 43)

Beginning to the 1950s.

In his introductory remarks, Coward shows his contempt for the critics. As he puts it: "One does not expect present day drama critics to know much about music; as matter of fact, one no longer expects them to know much about drama." Subsequently he adds: "Critics are quite incapable of dis-(Continued on page 73)



HORACE HEIDT FOR LUCKY STRIKE
Under Personal Management
JOHN LEER
111 Fifth Ave., New York

Getting Nowhere Educators Hire TV Insider

Washington, Nov. 17.

With only two educational tele vision stations on the air and applications processed and projects financed at snail's pace, the academic world is frankly discouraged. How to match the know-how and advantages enjoyed by the commercial broadcasters?

The Joint Committee on Educa-tional TV, which is supported by Foundation funds, has now taken the unique step of hiring as a con-sultant the chief (engineer) of the Television Facilities Division of the Federal Communications Commission. He is Cyril M. Braun and he quit the FCC last week, where he has been since 1937, to accept the

METRO C'SCOPE COMMITMENTS

Metro has decided that "Bride For Seven Brothers," and "Student Prince" will be Cinema-Scoped and also conventionally shot. With "Brigadoon" already skedded for CinemaScope this gives Culver studio three Cinema-Scope starters within fortnight. Decision to add the pair was made after viewing "Knights,"

Studio also has "Rose Marie" back before CinemaScope cameras for added scenes and has scheduled "Ben Hur," "Prodigal," 'Empress of Dusk' in Cinema-

MARILYN LEAVES THEM ONLY LUKEWARM IN RIO

Rio de Janeiro, Nov. 10. Sex reared its lovely bosom on screens twice last week. Marilyn Monroe, who has been getting a tremendous buildup in magazines in recent months, was seen here for the first time in a star role in "Niagara." Audiences used to French and Italo sex, were moved to mirth in some scenes considered "exaggerated and primitive." On the whole, public and critical acclaim was lukewarm.

During the same week, other the atres played the Gallic pie, "Adorables Creatures," directed by Christian-Jaque and starring Edwige Feuillere, Danielle Darrieux, Daniel Gelin and Martine Carol, who duly bares her torso in a darring seduction scene, Crix, while admitting that the comedy was defit, damined the film as smutty and vulgar. Pie ran 11 weeks in Sao Paulo and is doing terrific business here.

timonial dinners in recent years, will be played on the station until by the Friars at the Hotel Waldorf-Astoria, N.Y., Feb. 21, Jack Benny, 14 days before Christmas while played on year of the favor since Jessel Conferenciered Benny's dinner Nov. 9, 1951.

Joe E. Lewis is honorary chairman of the event and Jesse Block, and weeks in No. 2016 Blow's store" variety. Visualization of the dinner committee. During the same week, other the-

'All the Careers in Hollywood'

St. Paul, Nov. 17.

Chitchat columnist and ex-actress Hedda Hopper hit the Communism theme again in an address to the St. Paul Women's Institute. Said she: "The life of one American soldier is worth all the careers in Hollywood." Not hesitating to mention many names and rake up old cases Miss Hopper declared: "In Hollywood and elsewhere we must act to rid the country of Communism and those who toe the party line."

She deplored growing habit of characterizing Senator Joe McCarthy of Wisconsin as a "hatchetman" out to knock off Democrats by using the Red Issue.

In last week's Variety George E. Sokolsky, himself a leading anti-Communist, called Hedda Hopper's "obsessions" dangerous to the cause of fighting the Reds. Said Sokolsky in Hollywood: "Most anti-Communists are ignorant people" and do much damage by refusing to forgive and forget where former Party members have "come clean." Sokolsky pointed out that nearly all the information about Commies has been provided by reformed Marxists.

Newsmen Covering D.C. Beat Reap Bonanza on AM-TV Panel Shows

Telemeter Test Nov. 28

International Telemeter Corp., which is controlled by Paramount, finally is set with the first public test of its subscription television system. Telemeter process debuts Nov. 28 when Par's "Forever Female" will be piped into about 400 homes in the Palm Springs, Cal.,

New pictures from other top studios, as well as from Par, and sports, musical and cultural pro-grams will be presented subse-quently.

Greer Garson Rebukes Manchester U. Studes' Razzing of Gielgud

London, Nov. 17.
Uproar broke out at Manchester
U. when Greer Garson, in the
course of her lecture tour, mentioned the name of Sir John Gielgud in a reference to the film version of "Julius Caesar." The 900
students of both sexes booed and
icered.

Standing on a table, Miss Gar-son hit back: "We are talking of the great master of Shakespear-ean drama. We owe much to Sir John Glelgud in this production the great master of Shakespear-ean drama. We ove much to Sir John Glelgud in this production. He seemed not so much to tolerate his fellow actors as to Inspire them. It was very largely owing to his influence that the conglom-eration of players, from all sorts of background, have presented a unified style of speaking Shakes-pearean verse with freshness, in-telligence and vision." In a London police court last

In a London police court last (Continued on page 79)

PEGGY LEE COLLAPSES: MUST REST UNTIL JAN.

Hollywood, Nov. 17.

Peggy Lee has been ordered to take a complete rest for the remainder of the year following her collapse last week as she was about to leave for a series of eastern nitery and television appearances. Her physician, Dr. Lyman A. Cavanaugh, declared she will be ready for an active schedule after Jan. 1.

Inmediately after Miss Lee was ordered to bed, her manager, Ed Kelly, cancelled nitery dates at Binstrub's Village in Boston and La Vie En Rose in N. Y. She'll remain at home for the next fortnight and then go to the ranch of friends near Butte, Mont., to continue her rest.

Turn Tables on Jessel With Dinner for Him

George Jessel, who has toast-mastered the bulk of the top tes-timonial dinners in recent years, will be given a testimonial by the Friars at the Hotel Waldorf-As-toria, NY., Feb. 21. Jack Benny, who'll toastmaster this event, is returning the tavor since Jessel conferenciered Benny's dinner Nov. 9, 1951.

Washington, Nov. 17.

Radio and TV panel shows are dropping a sizable chunk of coin into the pockets of Washington correspondents and are also building national names for newswriters heretofore known only in limited regions.

Network shows originating in nation's capital pay anywhere from \$125 down, per appearance, while local forum shows pay as little as \$10 or \$15 a shot or, in one or two instances, nothing. These figures are all for guest appearances. Excluded are the newsmen regulars like Drew Pearson who have regular air shows of their own, in addition to their newspaper work. Excluded also are the numerous former newspapermen who have now moved over 100% in the radio and TV broadcasting field.

"Meet the Press," the Lawrence Spivak TV show on NBC, holds the No. 1 spot both as a user of talent among correspondents and as a source of income for them. It pays \$125 per appearance, highest of any news panel show out of Washington. It has now gotten to the point where it has developed a list of "regulars." May Craig, correspondent for several Maine newspapers, and Ernest Lindley, bureau (Continued on page 50)

AGVA Pulls Switch; Asks Dick Haymes to Post Cash **Bond for Further Dates**

Bond for Further Dates

The American Guild of Variety Artists is pulling a reverse twist in asking Dick Haymes to post a cash bond before accepting further nitery dates. Usual request by AGVA is to have owners post a bond to insure salaries, but Haymes has failed to show up at several stands for various reasons and union took action to force Haymes to honor his contracts.

Haymes had to step ont of the Carousel, Pittsburgh, a couple of weeks ago to enter a hospital, and the Town Casino, Buffalo, cancelled the singer when they couldn't get a guarantee that he would show up on the date.

Union's prexy Jackie Bright said this procedure would apply to no other performer except Haymes. Bright stated that AGVA is fighting to keep places that give employment to actors open. But Haymes' actions tend to close the spots inasmuch as failure to honor his commitments causes the operators financial losses in goodwill, advertising, etc.

NO YULETIDE PITCHES THIS YEAR FOR KPHO

Phoenix, Nov. 17.

Phoenix, Nov. 17.

There'll be no excess commercialism this Christmas on kPHO. Meredith Publishing Co's radio outlet here. With the national reaction of disgust to last year's Yuletide pitches still in remembrance, KPHO assistant station manager Bob Martin has memocal all staffers that no Santa songs will be played on the station until 14 days before Christmas while religious songs will be played or yon Christmas Eve.

Furthermore, station is rejected.



FILMS' OVERSEAS ADVERTISING

That 'Product Shortage'

The picture industry is currently torn by a shadowy yet realistic internal warfare which requires clarification. The sooner the better for it does nobody any good to have the idea seeded and watered that there is a "conspiracy."

There is merit to the exhibitors' complaint that as the film business becomes more class and less mass many of them are threatened with extinction. There is merit, too, in the answer of threatened with extinction. There is merit, too, in the answer of the producer-distributors that only the big pictures, especially in the new techniques, are getting any big business and that it really is a discriminating class market today whether exhibs, or distribs or anybody else likes it or not. The public is deciding the shape of things to come; that plus the technological innovations of the day.

Fact remains that there are still thousands of theatres operating, despite the mortality statistics in the fringe situations. Casualties have been estimated as high as 5,000 although it's seldom brought out that nearly as many drive-in film parks have come into being to replace them. Regardless of the exact number of houses still operating thousands of them are hungry for product and much worried as they find themselves locked to a dwindling source of supply complicated by the firstrun and long-run predicaments.

In Chicago a fortnight ago exhibitor leaders were highly vocal against product shortage. At the Motion Picture Pioneers' annual dinner in New York last week, Barney Balaban, "the Pioneer of the Year," took time off from his honors to observe that the or the Year," took time off from his honors to observe that the picture business has no monopoly on problems; that this hasn't been the first (and presumably not the last) crisis facing the industry; and to the oldtimers in the business each crisis is merely another challenge. "What's the good of life without challenge," Balaban added. He reiterated that he is "only interested in what is good for the entire industry."

Still, it can hardly be denied that American exhibitors express justified concern in asking where's-our-product-coming-from? The bedrock of a world industry has been the big Hollywood studios. The lords of these studios give evidence of abdicating their traditional responsibility for providing numerically ample features. Today Hollywood is outproducing films for television as against films for theatres on a 5-3 ratio in favor of video.

One oddity of the situation is that Hollywood is giving the One oddity of the situation is that Hollywood is giving the foreign film producers their best opportunity in 40 years to invade the American market. It's not jingoism to expect American manpower, creative artists and fundamental Hollywood savvy to retain its leadership. Especially since Hollywood has always been the crossroads of the arts. Over the years Hollywood has imported glamor from London, Paris, and Stockholm, playwrights from Budapest, composers from Vienna, sartorial splendor from all corners and all capitals, with the same facility as we now use lenses from the German and French optical cartels for our new scopes and technological improvements. our new scopes and technological improvements.

News items in this current issue of VARIETY detail the sundry angles of the shortage phobia. Already there is the proposed solution of reissues of features only lately completing their original playdates. The emphasis upon foreign production fits into the quest of the film shop for playable product.

Events cry for a leadership which at the moment is lagging. Hollywood must exercise such leadership or lose it. Leadership has always implied a supply not only in quality but, equally vital, in quantity. It was never supposed in the old days of dynamic growth that a company would make nothing but super-wows or that theatres in the mass could exist on them.

BRITISH KEEP 10% QUOTA ON **DIRECTORS**

London, Nov. 17.

For the time being, the quota of foreign directors and producers who will be permitted to work on British-made films is to remain at 10%, but the two parties involved. British-made films is to remain at 10°7, but the two parties involved in the agreement are to ask the Ministry of Labor to fix an overall quota for the industry in view of changed circumstances. This was decided at a joint session of the British Film Producers' Assn. and the Association of Cine-Technicians.

Latest confabs were held on the initiative of the producers, who explained that as their memberhip had increased there was a likelihood of more Anglo-American productions during the current year. The majority of these would probably employ major Hollywood stars, but when this happened the companies also wanted a Hollywood director. The producers also haised the question of specialized second feature production.

Although the pact has worked equitably over the years, the union has been increasingly concerned at the number of work permits required by companies not members of the producers' association.

Swapping Films

Washington, Nov. 17.

A barter deal involving the exchange of motion pictures is in the works between the Russians and India. Some I1 Indian films have been selected by Soviet reps and minimum of 50 prints of each will. Birthers Valiant: (M-G-, a newcener, which likely will be heard from more in the future. Stocked film is to be approximately appeared from more in the future. Stocked from more in the future. Stocked from more in the future stocked from more in the future stocked from more in the future. Stocked from more in the future stocked from more in the future stocked from more in the future. Stocked from more in the future stocked from more in the future stocked from more in the future. Stocked from more in the future stocked from more in the future stocked from more in the future. Stocked from more in the future stocked from more in the future stocked from more in the future. Stocked from more in the future stocked from Latest confabs were held on the

GOLDWYN DEAL OFF

Lindbergh Sought Veto on Players, Writers, Director

Hollywood, Nov. 17.

Samuel Goldwyn has withdrawn from the bidding for film rights to Charles Lindbergh's book, "The Spirit of St. Louis." Producer had been willing to pay \$500.000, possibly a record price for a biography. Price alone did not bog the deal. Lindbergh wanted too much of a voice in the film production, to the extent that he insisted upon wanting to interview the players, writers

extent that he insisted upon wanting to interview the players, writers and director. Goldwyn balked at this, saying he has never given an outsider any such voice in a Goldwyn picture and didn't want to start at this late date.

Soviet-India

spending approximately \$6,000,000 yearly in foreign countries for advertising of their pictures. Sum represents about 3% of the yearly take in film rentals from abroad.

Coin outlay of individual accountries.

Coin outlay of individual companies varies, but the bigger distributors are spending about \$750.000 each on a global basis. Percentage spent in each foreign country or city naturally relates to the film rentals obtained in each situation as well as native neckons. tion as well as native customs per-taining to cooperative advertising. In some countries, practice is for the local exhibitors to share costs while in others native theatremen flatly refuse to contribute. Result

flatly refuse to contribute. Result is that percentage outlay varies from 2% to as high as 5½% insome situations. In Spain, for example, American distribs are forced to share advertising costs with native exhibs on a 50-50 basis, resulting in a relatively high percentage advertising outlay in that country. Upped costs in some areas are mainly due to the prevailing line rates on advertising in those countries. In most the prevailing line rates on advertising in those countries. In most countries, American distribs don't have to kick in anywhere near as much. In some, American film companies are in the fortunate position of seeing the exhibs carrying all the local advertising costs. Generally, though, it depends on the

(Continued on page 6)

Vet Director

Henry King observes that

After 40 Years, It's the Same Old, Yet New, Cry in H'wood

an Interesting editorial feature in the upcoming

48th Anniversary Number

VARIETY

From 50 to 12

National Boxoffice Survey

Biz Is Spotty; 'Robe' Champ for 8th Straight Week, 'Marry' 2d, 'Cinerama' 3d, 'Jane' 4th

Launching of new, stronger fare this session is a cheering note to exhibitors, but a return of very mild weather even as far west as Denver, is sloughing trade in many key cities. Current stanza in many respects is a case of feast or famine, with big grossers taking cream of trade and lesser films suffering badly. This is illustrated by the fact that the top three grossers will show \$1,146,000 while the next nine biggest will not equal that figure.

figure.
"The Robe" (20th) again is first for the eighth week in a row, playing in some 25 keys covered by VARIETY. Although out for the first time to any extent this stanza. "How To Marry a Millionaire" (20th) is copping second money. This second CinemaScope pie is playing in seven houses this session.

"Cinerama" (Indie) Is taking third money currently. Thus, the week's top three pix are bigscreen entries. "Calamity Jane" (WB will be fourth while "Here To Eternty" (Col) is dropping back to

"So Big" (WB) will be 10th, with "Little Boy Lost" (Par), long high on the list, in 11th. "East of Sumatra" (U) rounds out the top 12 list.

Hist.

"Living Desert" (Disney) set a new house record at the arty Sutton, N. Y., opening week. "Royal African Rifles" (AA), another new entry, is fair in Indianapolis but good in Denver. "Sins of Jezebel" (Lip shapes fast in Frisco.

"Diamond Queen" (WB), okay in Buffalo, looms fine in Frisco. "Back To God's Country" (U, also new, looms fair in Cleveland and fancy in Portland. "Flight Nurse" (Rep. shapes sturdy in Minneapolis. "Cantain's Paradise" (Louert, "Country", University (Louert, "Cantain's Paradise", Louert, "Survey (Louert, "Cantain's Paradise", Louert, "Cantain's Paradise", Louert, "Cantain's Paradise", Louert, "Cantain's Paradise", "Louert, "Louert, "Royal Rich Paradise", "Cantain's Paradise", "Louert, "Louert, "Royal Rich Paradise", "Louert, "Lo

shapes sturdy in Minneapolis.

"Captoin's Paradise" (Lopert, stout in Chi, is good in Toronto "Flight To Tangier" (Par., light in Montreal, is neat in Cleveland, "Glass Web" (U is fast in Denver, okay in Toronto and good in N. Y. "Moon Is Blue" (UA) continues to check in with consistently strong

to check in with consistently strong sessions although now mannly on extended-run in bigger keys. It just concluded an 19-week run at N. Y. Victoria with a great total. "Sabre Jet" "UA-looms solid in Portland and Buffalo. "Cruel Sea" "Us is fine in Denver and good in N. Y. and L. A. "Laon in Streets." WB-15 fine in Omaha.

"Lion in Silver. Omaha.
"Stalag 17" (Part looks nice in Balto and Montreal. "Peter Pan" (RKO is sock on popscale run in Washington.

(Complete Boroyfee Reports on Pages 89)

SPEND \$6,000,000 Fewer But Bigger' Credo Actually May Make Film Biz Riskier Than Ever, as Some Execs Now Figure

market.

Danny Thomas as Sime?

Hollywood, Nov. 47.
Warners is reported mulling the idea of producing "Mr. Broadway," based on the life of Sime Silverman, founder of VARIETY in 1905, with Danny Thomas in the title role. Studio bought the story several years ago.

Me an while Thomas and Michael Curtiz are collaborating on "Mr. Sam," a sereenplay they intend to produce as an indic.

NEWS HOUSES

Arrival of CinemaScope and other widescreen processes, coupled with the reduction in production skeds, seems to be turning the film biz into more of a risk industry than ever.

At the same time, observers see the concentration into big pix as to the same time, observers see the concentration into big pix as the same time, observers see the concentration into big pix as the same time, observers see the concentration into big pix as the same time, observers see the concentration into big pix as the same time, observers see the concentration into big pix as the same time, observers see the concentration into big pix as the same time, observers see the concentration into big pix as a training on "Mr. Sam," a serven-play they intend to produce as an indic.

NEWS HOUSES

CONTINUE TO SHRINK

After fighting a losing battle against TV for the past couple of years, the newsreel theatre appears finally to be on its way out.

Latest of the newsreel houses to shutter is the Embassy Newsreel Theatre on Broadway and 72nd St. N. Y., which switches to an art film policy starting Nov. 25. It has been presenting a news potpourri since 1937. Demise of the Embassy leaves N. Y. with only three newsreel theatres where at one time it had as many as 10.

Blame for the collapse of these specialized situations is variously placed on TV and the lack of strong news footage to attract a transient audience. Situation is reflected in the status of the newsreels per se, with all of them experiencing a serious drop in bookings.

From 50 to 12

Agitation for more official censorship of films is spreading via Catholic groups in protest of the exhibition of "The Moon Is Blue." In Linden, N. J., the Union County Federation of Holy Name Societies passed a resolution to recommend that the Legislature establish a state board of censors.

In Livingston, N. J., parishloners of St. Phillomena's Catholic Church were asked to refrain from attend-

Only about a dozen newsreel houses are left now throughout the country which at one time had (Continued on page 6)

were asked to refrain from attend-ing two local theatres showing

market.

New concentration on elaborate productions with high budgets is worrying some of the top exces in the industry. Under such a setup, each production must come through, and failure here or there has a much more pronounced and worrisome effect on the balance sheets.

In this connection it's pointed (Continued on page 26)

CHURCH BODY URGES

JERSEY SET UP CENSOR

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AREL GREEN, Editor

Vol. 192 Propher No. 11

INDEX Chatter Film Reviews
House Reviews
Inside Legit
Inside Pictures In ide Radio-TV New Acts
Night Club Beviews Obituacies Pietures Radio Pevi, Record B vi Televi on Reviews TV-Frim Unit Revie Vandeville

OAILY VARIETY
(Published in Hollywood by
Daily Variety, Ltd.)
\$15 a Year \$20 Foreign

HOPE GROWS IN N. Y. THAT FOREIGNERS ARE REACTING TO UNITED FRONT

The impression is growing in New York film distributor offices that a united tough front and no hamkypanky is paying off. Too long and too often European governments have imposed restrictions upon and demanded subsidies from the Americans. In recent months the Motion Pictime Export Assn. has expressed a firm disinclination of play patsy and in one case, the has expressed a firm to start material to play pasty and in one case, the Netherlands, elected to withdraw from the market altogether raiher than be pushed around. After thinking it over the Dutch developed some reasonableness and an account of the property of the prope agreement bas now been consum-

Even better, from the New York point of view, is the impression that foreign film industries' yen for subsidies is fading now that the Europeans have the practical example in front of them of the indifferent results of the Ameri-can-subsidized Italian Film Export can-subsidized Italian Film Export organization as an earner of precious dollars in the United States. Europeans sense that there is no nogic in the formula of having a percentage of rental monies earned by American pictures in a foreign land carmarked for use in the U. S. on behalf of that country's native film product.

As to subsidies, MPEA prexy Eric Johnston has made it crystal clear to foreign interests that the MPEA has no intention of letting the Italian example spread into a new pattern, Quite apart from a dublous practice, there is the question of legality where monies owed American companies are used to support the distribution of foreign pix in the domestic American market. There is a possibility that, contrary to its ket. There is a possibility that, contrary to its conviction, MPEA may go for some kind of subsidy arrangement in France, the coin to be used to promote French pix in the U. S. The French are asking for about \$300,000 with MPEA holding out for less. Mone (Continued on page 20)

Lawrie Turns Producer: Film Finance Corp. Up For Another 3 Years

London, Nov. 17.

J. H. Lawrie, head of the National Film Fidance Corp, since its formation nearly five years ago, is quitting his \$11.200 a year post to the part of Trade has accepted his esignation which will probably take effect within the next week. Immediately he quits, Lawrie is to form a new company and will begin negotiations with indic producers with smalable properties, it is expected to be some time before the new organization will be ready to swing into production.

Meantime the bill to extend the life of the finance corporation by a

Meantime the bill to extend the life of the finance corporation by a further three years, was published last week. One new aspect of the legislation is a clause which would authorize the Film Finance Corp. to accept shares or debentures in repayment of a loan if settlement could not be recovered without harmful consequences to British production.

CINEMASCOPE CLIPS HELD FROM VIDEO

Although it's theoretically in a position to strengthen its TV promotion of CinemaScope pix via clips from forthcoming widescreen releases, 20th-Fox is staying clear from any such policy for the moment

Company's reasoning is that making CinemaScope clips available would have the wrong psychological effect on the audience which expects something special from the adamorphic process but might not retain that curiosity were it shown a miniature preview on TV.

Current pitch at 20th on "How to Marry a Millionaire" is to use special teaser cards for its video plugs.

Oolie-Coo Ann Miller

Oolie-Coo Ann Miller
Ann Miller, who visited
Gotham for bally work on
"Kiss Me Kate," bewildered
Metro flacks with her own special type of lingo.
As Miss Miller puts it when
things are really going well—
"everything is oolie-coo." At
one point she told an M-G publicity man that a girl on a
show with her "was nervous as
a pregnant hoot owl in a forest
five." And describing a charfire." And describing a char-acter she met—"he's a nice guy, but I swear—he must take nothing pills."

SCHWARTZ NO. 1 **AT RKO SAYS** LIST

Albert A. List had \$4,000,000 tied up in low-interest Government securities, decided there wasn't securities, decided there wasn't sufficient payoff and switched the investment to RKO Theatres. That's how he explained the back-ground bebind his deal buying out control of the circuit from Howard Hughes. "I felt that RKO Theatres can do more for me than the Government securities," List told a press conference in N. Y. yesterpress confe day (Tues.).

day (Tues.).

"One thing that attracted me was the good management," the new board chairman stated. "I feel that with the little contribution I can make and with the good management the company will do well over the years," Sitting with List at his first session with the news reporters was president Sol A. Sebwartz.

The two execs expressed confidence in the future and cited improved product. "Also," said Sehwartz, "the new techniques has

fidence in the future and cited in-proved product. "Also," said Schwartz, "the new techniques has the public talking about pictures again." The prez added he's "con-cerned" about a shortage of prod-uct but feels this is a temporary situation attributed to producers' current caution and believes this will "pick up" eventually. List said he has no plans for the chain other than acquaint himself with the operation, In this connec-

with the operation. In this connec-tion he said he's working a seven-(Continued on page 18)

Plush Academia (71 Seats) Retooled So Film Biz

May Impress the V.I.P.s

Washington, Nov. 17.

The recently face lifted Academia, plush industry show case in Washington headquarters of the Motion Picture Producers Assn., got its first fuil scale test past week when Paramount rep Robert Denton hosted a galaxy of service brass at a screening of "Cease Fire." Although MPAA staffers have seen the new decor at trial runs of 3-D plx, this was the first time an invited audlence got a look-see at the new decor.

In an effort to keep abreast of new technical developments in the field, so that the member companies can put their best production foot forward for the government, Congressional and international VIP's who normally make up the Academia audience, alterations were recently made undersupervision of Paramount engineer Frank Le Grand. At a cost of an estimated \$13,000-\$17.000, and with a "Miracle Mirror" screen gifted by 20th, conversion was made with relatively little disturbance to the handsome decor of the 71 seater. Although not fully completed, screen and projection changes will eventually accommodate any process except Cinerama and Todd. Cinemascope is already possible, thanks to a system of sliding panels, which widens the present-screen from a width of 12 feet to 18 feet.

Engineers are currently exploring possibility of stercophonic round for the Academia and Todd. The progress of the stercophonic for the Academia and Todd of the Academia for the Academ

Engineers are currently explor-ing possibility of stereophonic sound for the Academia.

Lou Costello Out for Months

Lou Lostello Uut for Months

"Hollywood, Nov. 17.
Shelving of "Fireman Save My
Child" at Universal-International
because of Lou Costello's illness
caused a sudden shifting of
directors involving two studios.
Charles Lamont, slated to direct
"Fireman," moved over to Republic to meg "The Hot Heiress," replacing William Witney.
Doctors say Costello will be out
of action for three months and possibly six. When he returns to
work he will have two scripts.
"High and Dizzy" as well as "Fireman," ready for filming. In case
Spike Jones is tied up at that time,
"High and Dizzy" will be sbot first.

May Impress the V.I.P.s

LIST BIDS FOR **RKO SHARES**

his control of the circuit via a tender to stockholders to buy up their shares at \$4.50 per share. In a letter to stockholders sent by Irving Trust Co. as his agent, List said he would buy 400,000 or more additional shares at the \$4.50 price without brokerage charge and free from state or Federal transfer tax.

Stating the offers to seil the stock must be made by next Wednesday (25). List added that shares in addition to the 400,000 might be bought up "if we elect to purchase such additional shares."

Following his purchase from Howard Hughes of the controlling block of 886,353 shares of RKO Theatres, List last week was elected chairman of the board of the corporation. For these holdings he exchanged 198,500 shares of RKO Pictures stock and \$3,373,000 in

cash.

Named to the RKO Theatres board along with List was Dudley (C. Layman, v.p. of U. S. Finishing Co. This is the textile outfit of which List is board chairman. List and Layman replaced Ben-Fieming Sessel and William J. Wardali, who had been on the RKO Theatres directorate as representatives of Irving Trust which in turn, was trustee for Hughes' original holdings of 929,020 shares. David J. Greene, Wall Street investor, bought in 32,627 shares thus making up the difference between the number unloaded by Hughes and the amount acquired by List.

Alec Finley Frank Glazer Hal Hackett Hal Hackett
John Halas
Ben Henry
Ilya Lopert
Andre Mertens
Gilbert Miller
Frank S. Nugent
Eleanor Parker
Robert Taylor
Wallaby Troupe
Leonard Warren

Europe to N. Y.

Europe to F Maria Jeritza Nora Kovaeh Ethel Levey Robert Q. Lewis Harry Niles Neva Patterson Hans O. Peters Istvan Rabovsky Manuel Rosenthal Daniel Wayenberg Darryl F. Zanuck

Try Some Revivals

Exhibitor clamor for more films from Hollywood could well be answered with the reissue of some of the great pictures from the past, in the opinion of Samuel Goldwyn. "And every major company has a couple of great films," said the producer.
Goldwyn, who returned to the Coast Saturday (14) from N. Y. is now readying the re-release of "Best Years of Our Lives," Plan is to prepare a new campaign and give the pic the same saies treatment that would be given a new entry.

Metro will re-release "Quo Vadis," spectacle first issued two years ago. New prints have been made especially adapted for Christmas showing.

Spectacle, films are considered well suited for the "retread" treatment and it's anticipated that there will be a general rush to the film vauits for product that can be reissued for panoramic showing. Metro may re-release "Gone With the Wind" for widescreen.

Pix Paucity, Cost Hike Spark Idea Of Merging Facilities in Foreign Mkts.

Think-It-Over Kick

Inink-it-Uver Kick
Hollywood, Nov. 17.
Screen Directors Guild of
America is adopting a new
procedure in its future negotiations with the motion picture lots. New system calls
for a wait of at least 90 days,
without discussion, after the
directors' propositions have
been presented to the producers.

AT \$4.50

Albert A. List, new board chairman of RKO Theatres, this week appeared undertaking to solidify his control of the circuit via a

N. Y. to Europe

Predicted shortage of American releases and the alarming rise in distribution costs in foreign countries again has distribs studying the possibilities of merging facilities and pix in the foreign market,

Discussions are centered primarily around the smaller and less profitable territories where sales expenses are up with little prospect of the income curve follow-

Ing suit.

Idea doesn't hold equal appeal to all of the distribs and is particularly remote for those that are continuing their output at former levels. Others, however, are weighing the various advantages and disadvantages and are doping out the extent to which savings could be effected by a combo arrangement.

Distribs are food with the continuing and the savings are food with the savings.

rangement.

Distribs are faced with two possibilities. They can either elect to lump together their physical shipping facilities while continuing to sell ther own films, or they can take on one another's product in areas where one outfit might have branches while the other does not.

Merger of shipping rooms has been considered at times, but doesn't have too much merit since, it's explained, the major cost of handling is in the selling rather than in physical handling of prints, etc.

Already In Practice

Operating as a unit in certain countries is seen a more economic move and, to a limited extent, is being practiced now. United Artists has just taken on Allied Artists' films for Australia. Meto (Continued on page 79)

L. A. to N. Y.

Richard Arien Gabe Barnett John Barrymore Jr. Jacques Bergerac Betty Clooney Owen Crump Jack Dempsey Jerry Devine Howard Dietz Roy Disney
Estelita
Marvin Faris
Hugo Fregonese
Sam Jaffe
Van Johnson Victor Jory Ben Kalmenson Kurt Kasznar Phii Krasne Fernando Lamas Eisa Lanchester Gunther Lessing Peter Lorre Francis D. Lyon Anthony Mann Kevin McCarthy Fred MacMurray Norman Moray
Charles C. Moskowitz
Gene Nelson
Elizabeth Patterson Charles Reagan Ginger Rogers Nicholas M. Schenck Douglas Shearer Mike Stokey Phyllis Thaxter Carlos Thompson Ganna Walska Keenan Wynn

N. Y. to L. A.
William C. Gehring
Gerry Gross
Groucho Marx
Ann Miller
Hans O. Peters
Marvin H. Schenck
Joe Schoenfeid
Spyros P. Skouras
William L. Taub

Company's reasoning is that mak-

M-G-M Tests Hillbilly Gal San Antonio, Nov. 17. Goldie Hill, Jocal hillbilly singer and recording arist, has taken a screen test in Hollywood for Metro-Goldwyn-Mayer. Miss Hill is scheduled to get her fast screen role in June.

Hollywood Jobs at All-Time Low; **SAG Blames Flight to Alien Lands**

Screen Actors Guild board of directors today (Tuesday) predicted rock bottom has been reached in the all-time low of pix production in the U. S., and pledge discontinuing light against "runawa," foreign pix production and "to do all within its power to promote additional production of films in this country." Guild pledge wis delivered by first veepce Leen Ames at the annual membership. Prexy Walter Pidgeon being in Washington for a huddle with Pres. Eisenhower on launching this year's USO drive.

"Most serious problem facing the actor is the lack of employment because of the great decrease in the number of pictures being

"Most serious problem facing the actor is the lack of employment because of the great decrease in the number of pictures being produced in this country." Ames said. Cited as major reasons for the slump was the technological evolution from "flat" pix and the upbeat in foreign production by American producers.

Board member Bonald Reagan

Board member Ronald Reagan lashed at the "abuse of too many benefits and too many telethons."

TV administrator Kenneth Thomson said vidpix and teleblurbs have "taken up some of the slack" created by decrease in pix production.

Guild officers elected without opposition were prexy Pidgeon; v.p. Ames; second veepee John Lund; third veepee William Hol-den; recording secretary Paul Har-vey; treasurer George Chandler, Blected to board for three-year

Darr Smith emusingly describes

A Day in a Bit Actor's Life

one of the many editorial features in the spcoming 48th Anniversary Number

VARIETY

READE, SNAPER BLAST 'STEREO'

No Showmanship At Showmen's Party COSTLY SOUND

Many of the film men who attended the Motion Picture Pioneers' dinner (see adjoining story) at the Hotel Astor, N. Y., last Thursday (12) joined in a chorus of complaints anent the programming. The get-together was inexpertly organized. This type of affair demands rapid pacing. Audience got, instead, a long drawn-out show. Nearly half the number of "pioneers" went home before Barney Balaban bowed on.

Tex O'Rourke's 25-minute talk, while amusing in part, was unnecessary. Even the toastmaster, George Jessel, left early the explained he had to take a walk with Harry Truman early the following morning). The showmen at the conclave had expected more showmanship.

'Take It Voluntarily, or Face Force,' **Board of Trade Tells Exhibitors**; So Eady Plan Set For 3 Years

By HAROLD MYERS

By HAROLD MYERS

London, Nov. 17.

Apart from adjustments that may be necessary if there is admission tax relief in next year's priish budget and a few outstanding points of detail between the contracting parties, the future of the Eady scheme for the next three years has, at long last, been resolved. The last obstacle to a settlement was removed last week when an exhibitor delegation was plainly told by the president of the Board of Trade that if they rejected the negotiated voluntary scheme they could anticipate a statutory plan with more onerous conditions.

On the surface at any rate, this should be the end of the internecine warfare, the reporting of which over the past eight months has resembled a serial story with at least as many surprises as the average episodic thriller. The battle proper dates from March 10 of this year, when Peter Thorneycroft, the Board of Trade prez gave his first warning to the industry of the government's intention to continue the Eady subsidy plan indefinitely, by legislation if necessary.

plan indefinitely, by legislation in necessary.

At that time, with the existing scheme then having more than a year to run, the issue seemed remote, but as the months dragged by without visible progress, the producers began to crack the whip.

J. Arthur Rank took the lead with a threat to slash his production schedules and, at the same time, the British Film Producers' Assn. intimated it would need a minimum levy contribution of \$8.400,—(Continued on page 20)

(Continued on page 20)

16 C'Scope Pix From Warners

Total of 16 CinemaScope productions are being planned by Warner Bros. Five are currently in production at the studio and II properties are being readied for the anamorphic treatment. Product plans were revealed by the company following the return to New York of sales chief Ben Kalmenson from studio confabs with executive producer Jack L. Warner.

Currently being filmed are "A. Currently being filmed are "A. tal of 16 CinemaScope pro-

(Continued on page 26)

'Miami' Copies L.A

Hilliwood, Nov. 17.

Recent ginnick used by the Los Angeles police to trap a gang of burglars with the aid of TV equipment will be copied by San Katzman in the filming of "The Miami Story" at Columbia. Using the same device, Barry Sullivan and the Miami cops will foil the heavy, Luther Adler.

ROBE' EXCELS N.Y. TAKE OF 'CARUSO'

With the current (9th) week expected to gross at least \$72,000, "The Robe" will have established a new all-time high for New York City of \$1,432,000 in the first nine City of \$1,432,000 in the first nine weeks of its engagement at the Roxy, winding today (Wed.). This tops the previous record for Manhattan held by "Great Caruso," established in 10-weeks at the Music Hall. The engagement so far does not exceed the longrum mark established by "Random Harvest," of 11 weeks, also at the Hall. "Robe" set a world record in its first week with \$267,000 gross saus tax

tax
This nine-week gross represents net profit to the Roxy of around \$143,000, before Federal taxes (not admission tax). "The Robe" is scheduled for a minimum of 13 to 14 weeks, run taking the initial ChemaScope production up to the epening date of the Christmas picture around Dec. 23.

"The Robe" dipped below the \$100,000 mark for the first time in its eighth week. Current longrun mark for a big major first-run on Broadway is being established (Continued on page 22)

(Continued on page 22)

Irving Maas Heads For Japan, Now \$10,000,000 For American Pictures

For American Pictures
Currently being filmed are "A
Star Is Born." "The High and
Mighty." "Lucky Me." "The Talisman," and "Ring of Fear." Among
pix in preparation are "Battle
Cry.." "East of Eden," "Mr. Robcett." "Helen of Troy." "Giant"
and "The Silver Chalice."

At least 50% of the pictures
scheduled by Warner Bros, for
Issuance during the period extending from November, 1953 to August. 1954, are slated for new
dimensions. Out of 23 new productions, five are definitely set for
CinemaScope, with two probables
in the medium, and four are scheduled for the deepie 3-D treatment.
Company has already completed
one anamorphic film. "The Command." formerly "Rear Guard."
was shot in Carl Dudley's Visttar East. leaves N.Y. later this
work for a new film agregment
three. Current deal runs to April
1, 1954, but the \$10,000,000 marficials in advance of actual talks.
Depending on the outcome of
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1, 1954, but the \$10,000,000 martions for a new film agregment
three. Current deal runs to April
1, 1954,

GETS CATCALLS

An exhibitor attack on 20th Fox's launehed this week, with featers of both Theatre Owners of America and Allied States Assn. rapping 20th for its adamant attitude, in addition, an Allied regional unit charged 20th prexy Spyros Skouras with featers of the America Control of the America with reneging on a promise to test showings of "The Robe," 20th's in-itial C'Scope film, with one chan-

itial C'Scope film, with one channel sound.

Walter Reade, Jr., newly-elected
prexy of TOA, stated in a letter to
skouras that the company's position relating to stereophonic sound
was not only "untenable," but was
"rendering a great disservice to exhibitors, large and small, by compelling capital outlay on what may
be useless and unnecessary sound
equipment (amounting to millions
of dollars) at a time when so many
of them could better ntilize these
same funds for so many other important and necessary improvements within the field of exhibition."

Cites 'Millionaire'

Letter was sent to Skonras after Reade attended the Broadway opening of "How to Marry a Mi-lionaire;" 20th's second ("Scope en-try, Noting that "Millionaire"

Try 'Robe' in 2-D!

Bonham, Tex., Nov. 17.
Col. II. A. Cole, a director of Allied States Assn. and operator of four theatres here, asked 20th-Fox presy Spyros Skouras by mail to make "The Robe" available for conventional showing. He offered one of his theatres here for a showdown test on a regular screen and without stereophonic sound.

would have good bo, success throughout the country, Reade said "I do, however, also v ish to take this opportunity to say that I am more convinced than ever of the limitations of stereophonic-sound. Including the symptony (Continued on page 26)

'Sick Thinking of Distributors' In **Cutting Volume of Product Is Decried**

Calling attention to the increasing deterioration of the product situation, Allied States Assn prexy Within Snaper behaves that it may be necessary for exhibitors to take legal action (Io) insure the availability of pictures. Exhibiting the experiencing a "squeeze" and that thousaeds of theatres will find themselves with no merchandise.

Snaper sars that it's of little import whether it's the intentions of distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has been cut." he declares, "and distributors or not since the results are the same. "Product has a succession of the results are declared in the results are declare

'Disrupted All Over

Disrupted All Over and Disrupted All Over and

Balaban First To Answer Charge Of Deliberately-Plotted Shortage; Brands Exhibs' Cry Nonsense By GENE ARNEEL Rival film company officials ioined in a round of applause for Paramount president Barney Balaban's analysis of the Hollywood production situation in his address before the Motion Pleture Pioneers in N. Y. last Thursday (13). The Par prexy's statement that pic inruom is limited only by the natural limitation of ideas and talent, and not by product-shortage designs, was endorsed by several other key exec as being the true picture of the Coast studios. The recent months," commented Bolaban, "we have heard some comments about the 'shortage' of product. As one who was brought up in the exhibition end of our business, I know the importance of an assured supply of product. Beyond that, it there is any implication in these comments that any shortage is deliberate, then let me explode that nonsense once and for all time. Our Instructions to the Paramount shudio are to produce every good picture that can be made upon which we can have resonable expectations of getting our immey back and, hopefully, a professionable expectations of getting our immey back and, hopefully, a professionable expectations of getting our immey back and, hopefully, a professionable expectations of getting our immey back and, hopefully, a professionable expectations of getting our immey back and hopefully, a professionable expectations of getting our immey back and hopefully, a professionable expectations of getting our immers and can be a considered that the professionable expectations of getting our immers and the professionable expectations of the professionable expectatio

Fat Costs Dough

Hollywood, Nov. 17.
Although he is not going in for puglism Johnny Weissmuller will have to make weight for his next three "Janata line" victors of Colonials.

gle Jim" pictures at Columbia, His new contract requires him to train down to 200 pounds or pay \$1,000 for each pound of overweight

FLORIDA ECHO OF 'SHORTAGE' **PHOBIA**

Jacksonville, Fla., Nov. 17.
Small and sub-run exhibitors are becoming the Torgotten men' of the industry due to the policy of distributors "to release Jower and fewer pictures and to charge in cre and more for the lower and fewer pictures released." This view was expressed here yester-day (Mon.) by Herman M. Levy, general coursel of Theatre Owners of America, in an address to the annual convention of the Moton Picture Exhibitors of Floredal Levy's statement as well as the critier blast at 20th-Fox's iost teace on the use of stereophonic sound for CinemaScope pictures by TOA prexy Walter-Reade dr. in N.Y. are similar to views previously expressed by Allied Stales Assin and indicate a closer the between the two orgs in fighting tradepractices brought about by the institution of new projection techniques.

troduction of new projection tech-niques.

In a speech, inducating a tougher policy on the part of TOA. Levy said that the small exhibs "the Lackbone of the industry, are the vectims of decreased production of exorbitant film rental of al-(Continued on page 22)

With the controversy over stereophonic sound waging, both Metro and Warner Bros, with np-coming CinemaScope pictures, re-mained non-committed coming CinemaScope pictures, remained non-committal, on the question of whether the pix would be available in one-track sound.
Sales chief Charles Reggan, referring to M G's C'Scope "Knights of the Round Table? said: "We haven't reached, any conclusion yet, but we will make a decision before the pature goes into rereleace."

WPs di tribution chief Ben Kalmenson was en route from Coa-t.

Metro, Warner

made upon which we can have rea-sonable expectations of getting our immey back and, hopefully, a prof-it. We have absolutely no limita-tion on the number of pictures to be made and I doubt whether any other studio has; the limitation-one which we have not set and which is beyond the control of human beings—is the limitation of ideas and talent. Nobody has yet developed the tornula for turn (Continued on page 18)

Views Unset

WBS of triminon chief Ben Kai-menson was en route from Coa-contabs, but Major Albert Warner, who closed the deal with 20th-Fox for the nee of CimenaScope, de-clared "Tri in no portion to an-wer, that All decisions come from the Coast.

Foreigners' Disinterest In 3-D and CinemaScope Poses Distributor Problem

for eight countries, toward 3:D and the viscouse in moving toward the installation of CinemaScope has blin company international departments pondering plans for acousing interest in the new techniques abroad.

With 3-D making Somewhat of a comeback in the U.S. via Metro's Kris Me Kate" and Columbia?

What Sadio Thomason.

Richard Thorpe is of the opinion that talent can't complain because

Veteran Director-Producer

Bushleague or Backwoods. Hollywood Seeks It Out

an interesting editorial feature in the upcoming

48th Annicersary Number

VARIETY

Captain John Smith and Pocahontas (COLOR)

So-so tinted costumer for pro-

Framiner Gates, Previous Nov. 16.

Inditywood, Nov. 16.

Inditywood, Nov. 16.

Indity of Edward Small Sentation, produced by Aubrey Wisgrade Police of Features Framework, Nov. 16.

Robert Clarke, Stuart Randall, James Philips Von Zand, Shepard Menken, actics Dambrille, Directed by Lewis Commission of the Commission

Capt John Smith Anthony Dexter
Parahantas Jody Lawlance
Detains Alan Hale, dr.
Delle Robert Clarke
tungchanco Suart Randall
Winefield James Seav
Davis Philip Van Zandt
Nanti ques Shepard Menken
Dangley Dumbrille
Powhaten Douglas Dumbrille
King Lemes Anthony Eustral
Thenty Howkins
Frie Colmar
Vanchesch dl Schlid
Lacunia Juan Nixon
Lacunia . Jan Juan Nixon
Macklin William Cottrell
-

The founding of Jamestown and the rangage obetween Captain John Smith and the Indian princess, Pocabontas, are used as the plot background for this United Artists offering. The entertainment is so-so and its outlook is for programmer bookings in the general market.

Authory Doctors

Authory Doctors

Authory Wisberg and Jack Pollesfen produced and scripted, using a tight budget for the former and a stock action formula for the latter. The Pathecolor which dyes the footage is spotty in quality, some of the sequences being beautifully hued, others faded. Trouping is to the general routine pattern of the presentation, adequate but unimpressive, in responding to Lew Landers' direction.

Authory Doctors

sponding to Lew Landers' direction.

Anthony Dexter plays the English adventurer who strives valuatly to found the Jamestown colony, besting a jealous rival James Seay, who, as Edward Winfield, is trying to establish the settlement as a base for privateers, and Stuart Randall, a hosfile Indian who acts in cahoots with Seay. The various angles of the legend are need, including Potenionas saving the capitaln from a beheading, their marriage and his return to England, leaving her to remarry, this time to John Rolfe, played by Robert Clarke, Jody Lawrance is a fetching Pocahont's, but no more believeable than the other characters. but no more be other characters.

other characters,

"Ellis Carter handled the Pathecolor lensing and Fred Feitshans
the catting, both doing their
chores adequately, Albert Glasser's
score backs the action melodramatics appropriately.

Brog.

Tumbleweed (COLOR)

Good outdoor feature with ac-tion, color, and Audie Murphy, Chill Wills,

Universal relever of Ross Bunter pro-trion Stars which was the con-trion Stars which was the in-Chall Walts features Ros Roberts, sasell adultant. K. T. Stevens, Madde rechib, Lee Van Cleef, I. Stanford Rev, Ross Elliott, Directed by Nathan ran Seicennlay, John Meredyth Lucus, on the novel. Three Weet Fenerades, issell Methy, editor, Virgil Vogel; miss issell Methy, editor, Virgil Vogel; miss I derection, Joseph Gershenson Pie-wed Nov. 10, 55, Running Guie, 79 NS.

Jim Harvey		Audie	Murphy
Laura		1.orl	Vel-on
Sheriff Murcher	ce	. (h)	il. Wills
Nick Buckley		Roy	Roberts
Lon	1	tussell .	Johnson
Legella Buckley		KT	Stevens
Sarah	M	adre 1	leredith
Mary		Ice Va	n Cleef
Ted :	1	Starfore	1 Jolley
Seth		Ross	Elliott
Acuila		Ralph	Moody
Tigre		Fugene	Telesias
Trapper Ross		Phil Cl	ambers
Weber		Lyle	Talbot
Wrangler		King 1	lonovan
Prospector			Rarvey.

Universal has a good outdoor actioner for its regular market in this oater tagged "Tumbleweed."

The White Hall of

The White Ball of Pitz-Palu.

'The White Hell of Pitz-Palu.'

a German-made film which preemed at the New York Theatre, N. Y., Friday (13°, was reviewed Jan. 2, 1952 by Varu'ly at a N. Y. preciew. Holl opined that bo, possibilities appear slim for tids mountain-climbing saza, which never even ascends to the plateau level.

Current version of the 1929 film originally lensed in the Swiss Alps by G. W. Pabet and Dr. Arnold Fanik was made in Switzerland as a German lingualty. For this peaker, English Galog has been dubbed in via a manner fine reviewer described as "obvious and distractors." I F.F. is distributing the H. R. Sokul and F.A. Mainz preduction in the U. S.

The Man Between

The Man Between

"The Man Between" was reviewed from London by Variety Sept. 30, 1953. London Films-Carol Reed production, starting James Mason, Claire Bloom, and Hildegarde Neff is now being released in the U. S. by UA; currently at the Victoria, N. Y.

According to Myro, "Three star names, coupled with the marquee value of the director, give the pic strong showman-ship possibilities, and although it is unlikely to repeat the b.o. triumph of its predecessor, "The Third Man"), it is destined for healthy grosses. From an original story by Walter Ebert, Harry Kurnitz has fashioned a script crammed with lively suspense values."

The acting is on a high level, and the Reed direction makes the most of the performances. Technical credits are adequate.

ritle comes from a horse character in the plot and the unga-aly nag playing it has just as much appeal, for audiences as the human characters involved. The reaction to the picture should be good. Names of Audie Murphy and Chill Wills will help.

The Technicolor tints and the outdoor scenery have a major part in generating interest in the Ross Hunter production, which is nicely run off under Nathan Juran's direction from a script by John Meredyth Lucas. Screenplay was based on Kenneth Perkins' "Three Were Renegades," and its familiar ingredients are properly fashioned into acceptable western filmfare.

Plot develops into a long chase when Murphy's efforts to save a wagon train he is guarding are misunderstood and he is accused of sacrificing the settlers to save his own neck. Wills, the sheriff, saves him from a lynch mob and the hero, in turn, is rescued from jail by an Indian he had once aided. Murphy takes off in pursuit of the Yaqui tribe that can prove his innocence and Wills and a posse take out after the fugitive. The principals come together at a waterhole, fight off an Indian attack and the dying chief reveals Russell Johnson as the villainous white who plotted the wagon train raid to gain possession of rich mineral lands, Hand-to-hand brawl ensures as Murply chases Johnson up and down rugged hills, fighting all

and down rugged hills, fighting all the way.

Horse interest is generated when wealthy rancher Roy Roberts and his wife. K. T. Stevens, aid Murphy's getaway from the sheriff with the gift of a beatup-looking mag that turns out to be the hero's lifesawer in ability to play goat over mountain crags, find water in the desert and play dead to fool Indians. Lori Nelson carries the slight femme interest appealinely. Murphy and Wills are good and capable support comes from Roberts, Miss Stevens, Johnson. Madge Meredith, Lee Van Cleef and others.

others.

Russell Metty handled the excellent color lensing that dresses up the picture. Editing is good. The background score is noisy.

His Last 12 Hours (Le Sue Ultime 12 Ore) (ITALIAN)

Fantasy with satirical over-tones. Gabin name gives it a potential for the arties but treatment is strictly routine.

IFE release of a Cines-Lest Pathe film
produced by Carlo Cvallero. Stars Jean
Gabin Features Julien Carette. Antonella
Landid. Marleila Lotti. Elena Altieri.
Landid. Marleila Lotti. Elena Altieri.
Suso Checchi D'Amico, Vitaliano Brancati. Diego Fabbri. Henry Jeason. From
a story by Cesare Zavallini. Camera.
Carlo Monluori: editor. Fraidro Daroma:
music. Nino Rota. At Cinema Verdi. N.V.
37. 98 Mi8S.
Jean Gabin
liis Wile Mariella Lotti
Linna Mariella Lotti
Linna Elena Altieri

Jean Gabin
Mariella Lotti
Elena Altieri
Julien Carelle
Anlonella Lualdi
Maso Lotti
Elii Parvo
Paola Borboni

(English subilities)

(English subilities)

It's unlikely that U.S. art house audiences will take kindly to a Jean Gabin dubbed into Italian, the has a following in this country but is known and liked as a French star. This being a France-Italian enproduction venture, one would suspect that the French version, with Gabin his ordinary self, would stand a much better chance in the American market.

All this is apart from the fagt that "His Last 12 Hours" fails to impress as a picture of much disanction. It has the usual clever buches in which pathos generates humor, but otherwise it's a backneyed version of a fantasy Hollywood has done many times before aid with better results.

Scripters Suso Cheechi D'Amica Vitaliano Brancati, Diego Fabbri

and Henry Jeason have made an unsuccessful attempt to infuse aspects of social satire into the film. Some of the lines come off, others don't. There are a couple of pointed references that undoubtedly mean something to Italian audiences but are hardly apt to be understood or appreciated in the U.S.

appreciated in the U.S.

Cesare Zavattini's fantasy tells of a rich industrialist who is killed by a truck but gets a 12-hour reprieve to return to earth and right a couple of wrongs. He is admonished to bring happiness to a man named Santini, a name he has never heard. Gabin, as the industrialist, tries to settle all these matters via a generous dispensation of money, upsetting his family and discovering that Santini, a porter he had wronged by raising the price of shoeleather, is a seoundrel and habitual malcontent who does not know the meaning of "happiness."

not know the meaning of "happiness."

Julien Carette as Santini, a mousy, vindictive little man with a sour disposition, stands out with an expert performance that frequently outshines Gabin's, Mariella Lottj is good as the latter's aristrocratic wife. Antonella Lualdi is pretty but unimpressive as Santini's niece whose final act of rebellion saves Gabin. Little Elena Altieri pleases as Gabin's child. Luigi Zampa's direction shows imagination in spots, attempting to take a highly mediocre story and make something good out of it. Results don't justify, his efforts. Nino Rota's music has merit and so does Carlo Montuori's lensing.

Sins of Jezebel (COLOR)

Good moral tone to exploitable Bibical drama in color.

Hollywood, Nov. 12.
Lippert Pictures release of Robert L.
Lippert Jr., production, produced by
Signand Neutcid. Stars Paulette GodSignand Neutcid. Stars Paulette GodRobert Stars Paulette GodRargia Penn. Joe Berser, Laudwig Donath.
Carmen D Anlonio. Directed by Reginald
Le Borg. Written by Richard Landau:
camera (Anseo Color). Gilbert Warrenton:
editor. Con Pierson. music. Bert Shefter.
Holly Nov. 10, 33, Running time,
Jezelul

Jezebel Paulette Goddard Ichu Geerze Nader Elijah John Hoyt George Nader
John Hoxt
Eduard Franz
John Shelton
Margla Dean
Joe Besser
Ludwig Donath
Carmen D'Antonio

This Lippert Pictures release is a Biblical drama with a good moral tone that will set well with the church-goers, yet it has plenty of sexploitation pegs to attract those not particularly interested in uplift. Added selling factors are the wide-screen lensing, the Ansco Color tints and the familiar name of Paulette Goddard.

The Robert L. Lippert, Jr., pro-

of Paulette Goddard.

The Robert L. Lippert, Jr., production, produced by Sigmund Neufeld, has been fashioned on a very nominal budget, but the values obtained are good, being entirely sufficient to the story and its development.

The moral baces is the Company of the story and its development.

values obtained are good, being entirely sufficient to the story and its development.

The moral lesson in the film is neatly established in the opening, wherein a sermon makes reference to the Phoenician princess and the evil she practiced as a high priestess of the idol, Baal. Footage then flashes back to the 9th eentury, B. C., to tell how this tootsie married Ahab, King of Israel, and brought trouble and destruction to that land before the righteous wrath of God brings about her own destruction.

While most of the cast are entirely adequate to the demands of Reginald Le Borg's direction and the screen story by Richard Landau, their performances are not particularly impressive. An exception is John Hoyt, who appears both as the man of God in the prolog and as the prophet Elijah in the flashback. His is an exceptionally good performance. George Nader plays the charioteer captain who falls under the evil spell cast by Miss Goddard's Jezebel, and Eduard Carmen D'Antonio does a dance

Musico!ogist

Robert Baral

has written an appraisal of show biz's bio-binge, reviewing the cavalcade of

Names' Trek Down 'Memoir' Lane

an interesting byline piece in the forthcoming 18th Anniversary Number

> of VARIETY

Stranger On The Prowl

Stranger On The Prowl
"Stranger On the Prowl"
was reviewed May 28, 1952 by
VARIETY from Genoa as "Encounter." The Adolpho Baiocchi production, starring Paul
Muni, is being released in
this country by UA. concurrently at the World, N. Y.
"Downbeat, weighty story
will hold pic's English version
to spotty returns in U. S. secondary situations, although the
Paul Muni name may help,"
opined Hawk. "The coincidental angle is overworked,
and there are story discrepancles of a minor nature. Yet
the pic has its suspcnseful
moments and unfolds in a satisfying manner. Muni's experience carries the vehicle, while
Joan Lorring plays the servant
girl with conviction. Henri
Aleken's photography is fine
and other technical credits
measure up."

during an idol-worshipping se-

quence.

Among the technical credits.

Gilbert Warrenton's camera work stands out. Also good are the Bert Shefter score; the art direction by F. Paul Sylos, and Carl Pierson's editing.

Brog. editing.

A Day to Remember (BRITISH)

London darts team goes on French outing; mild even for U.S. dualers.

London, Nov. 10.

GFD release of Betty E. Box profit the Stars Standey Holloway, Joan Rick Longold Company of the Longold De Raibh Thomas. Seree play. Robin Estridee from Jerra Tickell's novel "The Hand and Flower camera. Ernest Steward: editor. Gera Thomas: misse. Clifton Parker, Af Odeo 29 MiNS. Square, London. Running tim Charley Parter. Leicester Square, Londe
22 MNS,
Charley Borter
Charley Borter
Vera Milchell
Martine Berthier
Fred Collins
Stan Harvey
Mr. Robinson
Perey Goddal
Bert Tripp
The Captain
Maryin
Mrs. Trott
Henri Hubat
Crandmere
Crandmere Donald Sinden

Donald Sinden

Orlie Vasud

James Haster
Harry Fowler
Edward Chapman

Peler Jenes

George Coulturis

Vanne Haward

Theodore Bikel
Erenda de Banzie

Lilly Kenn

Arthur Hill

Privicia Raine

Marlanne Sione

Arthur Bill May Arthur Bill May Petricia Baine Shorty's Girl Marlanne Stone Unes of a London darts team which has its annual cuting at Boulogne, "A Dry to Remember" is a comparatively modest British effort which will earn most of its revenue in the domestic market. It is a lightweight attraction for overseas consumption but might get by on some U.S. dual bills. The screenplay by Robin Estridge, taken from a novel, follows conventional treatment. For some, the day's outing is an opportunity to drink cognac and have, by British stendards, a gay time. For two of the party it is something of a sentimental journey. One of them was stationed in Boulogne during the last war and finds that the little child who taught him French songs has blossomed into an attractive girl. The other visits a hotel where he spent his honeymoon with his late wife.

Story is mainly presented in straightforwarded screen terms, cutting in turn to the various characters. It moves at a leisurely pace and the only surprise twists in the yarn fail to convince.

Staley Holloway, as a hale and hearty cockney, is sure for laughs in his home territory. Donald Sinden and Odile Versois provide a simple romantic basis and Joan Rice does nicely as the girl he leaves behind who finds solace with a GI.

Julietta
(FRENCH)

Paris, Nov. 10.

Celumbia release of an industim production, Stars Jean Myrais, Dany Robin, Provided by Mare Allegret, Screenplay, Provided the Mare Allegret, Screenplay, Provided From the Company of the Company

Columbia has an engaging situ Columbia has an engaging situation, character comedy for distrib in this Jean Marais-Dany Robin starrer. Pic will do well here on its names, and word-of-nonth and crix will help. But U.S. chances are slimmer because of the fragile stretching of the neat plottier, It might do for special situations.

situations.

Slow concerns a dreamy young girl, who has been engaged to a playloy due to the machinations of her mother. She does not enjoy the aging man's kisses and longs for a deliverance from her fate. This comes about when she meets a stranger, a handsome lawyer.

Then, the plot goes coasting until the girl finds her real lover,

the girl finds her real lover.

Director Marc Allegret has been content to just record the adroit happenings instead of interpreting and getting more style into the film. Dany Robin gives one of her usual innocent but winning performances. Jean Marais is competent as the harrassed Prine Charming, Jeanne Moreau is delightful as the sharp tongued and bewildered fiancee. A happy little comedy with more than happy chances,

Oversea Ads

Continued from page 3

film rental paid. If the distrib gets
40% for a picture, he'll pay 40%,
of the bally costs.

Countries considered advertising-minded and in which the film
companies get off relatively cess
coin-wise include South Africa,
Norway, Holland, Finland, Egypt,
Denmark, Belgium, New Zealand,
India and Australia.

As in the United States the

India and Australia.

As in the United States, the backbone of the advertising characteristics and the sale of the advertising to this state. Some radio is being used and film blurbs are beginning to find their way onto TV in Mexico, Cuba and Venezuela. Remainder, all within the scope of point of sale advertising, include stills, lobby displays, posters, and one-tusix sheets.

For some countries advertising

six sheets.

For some countries, advertising material is shipped from the States, with language snipes pasted on in the countries where it is displayed. Countries, such as France, Italy, Germany and Spain, make their own posters and displays, using as a guide samples from the N. Y. homeoffices. Europe is much more poster-minded, and more "artistic" in poster design than America. America.

America.

United States firms also aid the local exhibs via magazine ads in language editions of American publications. For example, Lite's Spanish edition, circulated in South Spanish edition, circulated in South America, gets a big play. Warner Bros. is currently represented with a full-page ad for "So Big" Reader's Digest's language editions are also well-used media. For prestige purposes, film companies have used full-page ads in the international airmail edition of the New York Times.

Newsreels Shrunk

Continued from page 3 ...

more than 50 operating. Newsreel exees make no bones about their belief that there may be a further drop in newsreel showcases.

drop in newsreel showcases.

Where TV has taken much of the edge off the theatre recis for no other reason than by virtue of the fact that it gets the news to the public faster, exhibs are also complaining that the unprecedented overlap in theatrical newsreel coverage makes it difficult for them to nut more than 15 minutes. them to put more than 15 minutes of actual news on the screen. At one time, the news took up as much as 35 minutes.

Added squeeze *comes in the dropout of *Tetrnews from the theatrical news field. Outfit, which used to show a certain amount of independence in its news coverage, has dropped 35m versions of its reel and is now concentrating on TV.

Newsreels are currently studying means of hypoing their circulation. Biggest boost would be the addition of color, but this is impractical due to time limitations and also for economic reasons. Reels say there are a couple of things they could do were it not for exhib reluctance to raise the ante which, as it stands now, is barely enough to help them get by.

The Yellow Balloon "The Yellow Balloon" was reviewed in Variety from London Feb. 18, 1953. The Associated British - Marible-Arch production, with Kathleen Ryan and Andrew Ray, is being released in the U.S. by Stratford Pictures. "The depressing story," and lack of names known to U.S. A according to Myro, seed modest U.S. grosses," in woung lead is made the victa of a modern Fagin in this story of juvenile theft ing to murder. Perform was are adequate to the says a director J. Lee Taompson and Anne Burnaby.

15 FIRST-RUNS CLOG CHI FLOW

Loew and RKO Circuits Duck 'Moon'; **United Artists Lines Up 68 Competitors**

Loew's and RKO circuits in N's metropolitan area, representing the most important money-taking outlets in Gotham, are cicking the controversy over "The Moon Is Blue." Otto Preminger role film which was denied Production Code approval. Neither Cam will play the pic and as a roult United Artists, distributor of Moon," has lined up a "third circuit."

Eastman Just Watching New Tape Records

Eastman Kodak is "just watching" the development of tape as a means of recording the projecting pictures, an Eastman spokesman suid this week (16). He added that, in the early days of sound, the tape manufacturing field, but Kodak had considered getting into

Kodak had considered getting into it had given up the idea and hadn't gone back to it.

Outfit is by far the largest supplier of motion picture film and therefore has the most vital stake in the future development of tape. 'It may hurt us one day, but it'll be a long while before we'll have any reason to get worried." the exer declared.

He estimated that the film biz

we declared.

1953 would use approximately 900,000,000 feet of 35m film of I types in addition to about 1900,000 feet of 16m stock. Consumption of TV footage in all idth this year is put at about 20,000,000 feet, the bulk of it in 6m.

Feeling among motion picture

WARNERS' LATIN SALES MEETING IN BOGOTA

Meeting of Warner Bros. South American sales staffers is sched-uled for Bogota, Columbia, early in December, International chief Wolfe Cohen will be on hand to outline to the branch managers developments in new projection techniques as well as WB's product

Confab was originally slated for Miami in November, but was called off due to the general confusion in the industry relating to screens and in what dimensions pictures would be made.

Joe Rivkin to AA

Joseph Rivkin, general manager for Wald-Krasna at RKO, has been named executive assistant to Harold Mirisch, Allied Artists vee-fee. He'll serve as coordinator between Mirisch's office and various company operations including production, distribution and promotion, distribution and promotion,

Oaters Ain't Hay

Oaters Ain't Hay
Hollywood, Nov. 17.
Oaters are an exhib's hest
friend, take it from A. G. Miller, current Universal-International guest, who has been operating film houses in Atkinson, Neb, for 44 years.
Westerns on Friday and Saturday are his best source of
revenue, he said. He added:
"The picture business is just
as good today as it ever was—
if you use a little showmanship. It's done all right hy
me—put six of my children
through college."

Moon," has lined up a "third druit." Film will open today (Wed) in 6" theatres in the territory, including units of the Century, Brandt, Interboro, Prudential, Faban, Randforce and Island circuits, among others. "Moon" concuded a highly successful run of 19 weeks at the Victoria, Broadwey showcase, last night. Not New tidea of setting up the "third circuit" in competition with Loew's ane RKO has been tried with certain films sporadically in past when a deal couldn't be made with ether of the two key chains. The plan has never been put to any co-tinuing use, however. It has been estimated in the trade that the combination of official censorship of "Moon" in some areas and eshibitor resistance to It where there is no censorship pressure will cost about \$1,000,000 in domestic distribution money.

the weekly-Notre Dame foutball games, exhibs, are taking stock of the closed-circuit situation. Analysis has resulted in the revival of the old controversy of which is better—the occasional, outstanding event of national importance or a continuity of events regardless of appeal. appeal.
Argument of the "continuity"

Argument of the "continuity" proponents is that a steady diet of events on a regular basis would help to build the medium. Point made by the "big attraction" advocates is that a mediocre boxoffice does not establish the potential of closed-circuit TV.

On the basis of b.o. receipts, the "occasional use" people seem to have justified their claim that "you need a big attraction to do big box-

nave justified their ciaim that you meed a big attraction to do big boxoffice," They cite the receipts for major championship fights, especially for the heavyweight title (Continued on page 22)

BIG IMPROVEMENT IN

Substantial jump in Paramount earnings from net operations is disclosed by president Barney Balaban. Company had a profit of \$2,005,000 for the third quarter ended Oct. 3, 1953, which equals 89c, per share on the 2,256,158 shares outstanding.

Per caprings from net operations.

89c. per share on the 2.236.158 shares outstanding.

Par earnings from net operations for the same period in 1952 was \$1.378.000, or 50c. per share on 2.342.088 shares then outstanding. However, this same period also brought \$500.000 in a non-recurring capital gains deal (sale of a Coast laboratory, which brought the consolidated earnings up to \$1.478.000, or 80c. per share.

Consolidated earnings for the nine months ended last Oct. 3 were reported at \$4.996.000, representing \$2.21 per share. This compares with a profit of \$4.663.000, or \$1.99 per share, for the first nine months of 1952, including the \$500.000 from cap gains.

Earnings do not include Par's net interest is undistributed earnings of partially-owned, non-consolidated subsidiaries. This amounted \$115.000 for the third quarter of 1953 and \$594.000 for the nine months. In 1952, Par's share in non-consolidated subside profits was \$123.000 in the third quarter and \$340.000 in the nine months.

'BOY LOST' GETS

ins Caesar" opens at the n. Shubert legit, Christmas on a two-a-day road show with the house scaled to a bay on a two-axing hasts, with the house scaled to a \$2.40 top. Selwyn, only Shubert house in town equipped for film sound, has previously shown such pix as "Third Man" and "Red pix as "Third Man" and "Red pix as "Third Man" the pix true ontlet here, if only temporarily, Last year there were only nine such mainstemmers here.

Situation means attractions are Situation means attractions are fixed up and releases come slowly. Of the 14 houses currently on first time policy, only about four of the are turning over product with two week regularity, and with two week regularity, and three of these are B&K theatres restricted from extended runs by the Jackson Park decree. "A" and "B" run houses elsewhere in the city are starving for product now and will be for weeks to come Good indication of this is the Let that "Little Boy Lost," just released from the Chicago Theatre, is day-and-dating at 34 "A" theatres this week, very nearly an all-time high in this city.
"Cinerama" at the Palace.

"Cinerama" at the Palace, tobe" at the State-Lake, "Martin ither" at the Loop, and "Cap-in's Paradise" at the Ziegfeld (Continued on page 18)

Zanuck More Than Ever Sure C'Scope Pix Biz 'Standard'

Now more convinced than ever that standardization in Cinema-Scope will turn out to be the in-dustry's saving grace, 20th-Fox will make between 12 and 14 Cine-maScope pix during 1954, Darryl F, Zanuck, 20th production topper, said in N, Y, yesterday (Tues, fol-lowing his return from a two-month stay in Europe.

IG IMPROVEMENT IN
PARAMOUNT EARNINGS

The the pre-CinemaScope era.
20th used to turn out an average of 33 films a year. The 12 or 14 now skedded represent between 70% and 75% of the cost of

N.Y. Daily News Exec Editor Reveals Hedda Hopper Frequently 'Warned'

750 Prints On Order

Hollywood, Nav 17, Heaviest print order in the studio's history is being rushed at 20th-Fox. It consists of 750 prints of "The Robe" and a similar number of "Flow to Marry a Millionairé," both in Chrome/Some. Cinema Scope

About 400 prints are des-tined for the domestic market and rest for release in foreign lands.

HOSTILE TONE **ON 3-D TONED** DOWN

Three-D is in a new and more favorable focus, according to some weeks ago most theatremen showed a definite antipathy toward the di-mensionals, there now is a senti-ment growing in their behalf.

ment growing in their behalf.

Theatre owners are strong for "Miss Sadie Thompson" in 3-D. Columbia excess relate. They say that theatreowners expected they had a choire of taking the pic in either 2-D or 3-D and the marked preference has been for the extra "D."

"D."

Actually, there hadn't been any policy set for "Sache" until the past weekend. At that time, at a Cul sales meeting in Chicago, the sales plan was mapped for licensing the film first in 3-D, for about 10 dates, with the results of these to determine future company policy. However, even before this idea had been set forth, theatmen (Continued on page 26). Continued on page 269

Raymond Miles Elevated

Raymond M Miles, assistant controller of Universal since 1942, has been elected controller and assistant treasurer of the company He succeeds Eugene F. Walsh who's become U treasurer and v.p. Prior to joining U, Miles worked for 17 years with the firm of Price Waterhouse and Co

Hal Wallis Will Delete Cuss Words

Denied Code Seal Because of 3 'Hells' and 2 'Damns' In 'Cease Fire'

Irked by Hedda Hopper's excursions into politics, the N. Y. Daily News has "trequently warned" its Hollywood gossiper to stick to the job at hand and "not to try setting international affairs," according to Richard W. Clarke, the executive editor.

Clarke told Vuriety last week that the News, this country's most widely read newspaper, certainty

that the News, this commity's most widely read newspaper, certainly didn't see exe-to-eye with its colminist's opinions and extracurriental activities. However, he added, the paper was "helpless" in doing anything to curb her "since Miss Hopper works for the Chicago Tribune-N., Y. News Syndicate rather than The News Itself.

Referring to Miss Hopper's Chicago speech before the Theatre Owners of America convention there, when she admonished exhibs to be guided by thin players' pointed records. Clarke termed such a suggestion "ridiculous."

a suggestion "Tituenions,"
"Can you conceive of the Daily
News not running a picture of Juse
Ferrer or anyone else herause he
may be thed my with someone we
don't like?" he asked.
In Hollywood last week, George

If Hollywood last week, George E Sokolsky told a meeting of the Motion Picture Alliance for the Preservation of American Ideals "There has not been a successful development in the history of man that was based on habs," Earlier, that was based on hate." Earlier, he bad fold V wifty that people with Miss Hopper's obsession "are very dangerous people for us (anti-

(Continued on page 26)

Not 'Cynical'; See Gains Via Arbitration

Number of distribution executives declared in the past week that they are anxious to start setting no the arbitration system which was endorsed by Theatre Owners of America in Chicago two weeks ago. Of all members of the Motion Pic-ture Asia of America, only a small minority of film company officials are represented by "cynical" aneat what actually can be accomplished in the way of establishing the sys-tem.

on the way of establishing the system.

Prevailing attitude is that the TOA plan to go it alone," that is, without o sangational portrepation by Alberd States, Asson, is a constructive step aboad. There is also, some expectation that many Alberd member acting additionally, will favail themselves of a hitration when it's in earlience despite the nix given the property of the prope

Although They upheld the Production Code Administration's a precedent that would have seritumbs downing of Hal Wallis' "Cease Fire," members of the board of the Motion Picture Asyn, of America actually regarded the film as neither distasteful nor objectionable, according to excessly the situation. However, in sustaining Code chief Joseph Breen's denial of a seal of approval for "Fire," the board members states that these word are tabout a procedure of the word are tabout and the pic's dialog. Code specifically states that these word are tabout as the pic's dialog.

Official cause for the MPAA action was use of the word "Hell" three thines and "damn" once in the pic's datog. Code specifically stafes that these word are tobounless required for historical accoracy. They were written into "Fire" to help give the him the ranged flavor that would be in keeping with the theme of soldiers in Korean combat.

MPAA-ites stuck to the letter of the Code in this instance, largely because of two other films which are beaded for "trouble." It was felt that if "Fire" were allowed to get by infact, the Code Administration would be more of less indefensible if objections are raised fensible if objections are raised from the other upcoming films. These two pux haven't been identified but are said to contain such salty dialog that the MPAA will have to demand deletions in order for them to receive Code approval. As it was pointed out, (Continued on page 26)

is of the opinion

Come

one of the many editorial features in the forthcoming

VARIETY

Chairman of the Board of Universal

N. J. Blumberg

The Best Is Yet to

18th Anniversary Number

L.A. Perky; 'Crazylegs' Fancy 23G, 'Caesar' Tall 12G, 'Boy Lost' Nifty 13G, 'Marry' Mighty \$48,000 in 2d

Los Angeles, Nov. 17.

First-run pace continues perky here with four new bills plus several strong extended-runs helping twickets. "Julius Caesar." show-asing at upped scale, looks solid \$12.000 at the Four Star. "Crazy-egs" is heading for nifty \$23.000 ntree theatres plus \$10.000 in wo day-dating nabes.

"All Brothers Valiant" looms-tood \$19.000 two sites while "Lite Boy Lost" shapes nice \$13.000 ntwo houses plus \$32.000 in one tabe house and four ozoners. Ressue combo of "Along Came fones"-"Belle of Yukon" is pleasing \$14,500 in four small spots.

Two CinemaScope pix. "The

514,500 In four small spots.

yo CinemaScope pix. "The

'' in two locations and eighth

(in town, and "How to Marry

lonaire," two houses on second

(, are sighting hefty \$48,000

. "Cinerama" still is sturdy

100 in 28th week at the WB

ywood. "Mogambo" is nead

100 in sixth round at Egyptlan.

Estimates for This Week
Four Star (UATC) 4900; \$1.502.40) — "Julius Caesar" (M-G).
Jolid \$12,000. Last week, in a the-

Solid \$12,000. Last week, in a distance unit.

Hawaii, Palace (G&S-Metropolitan) (980; 1,212; 70-\$1,10)—"All Brothers Valiant" (M-G) and "Trent's Last Case" (Rep) (Palace only). Good \$19,000. Last week, Hawaii, Downtown, "Botany Bay" (Par) (2d wk), \$7,800; Palace, sub-

run.

Loew's State, Wiltern, Fox
Hollywood (UATC-SW-FWC) (2,404; 2.344; 768; 70-\$1.10)—"Crazylegs" (Rep) and "Yellow Balloon"
(AA), Nifty \$23,000. Last week,
State, "Gun Fury" (Col) and
"Jennifer" (AA) (2d wk-6 days),
\$5,200; Wiltern, in another unit;
Hollywood, sub-run.

United Artists, Vogue (UATC-FWC) (2.100; 885; 70-\$1.10)—"Little Boy Lost" (Par), Nice \$13,000.
Last week, UA, Vogue, Wiltern,
"Yeils Bagdad" (U) and "Back
God's Country" (U), \$12,700.

Globe, Irls, Uptown, Loyola

FWC) (782; 814; 1,715; 1,248; 70-11.10—"Along Came Jones" (In-lie) and "Belle of Yukon" (Indie) (Continued on page 22)

'So Big' Strong \$9,000, Mpls; 'Nurse' Loud 8G. 'Worlds' Solid 6G, 2d

f newcomers is doing okay for ange. Well enough liked too, "So Big" and "Flight Nurse," of them doing well. "The ", which took a surprising t last week, is chalking up a healthy stanza. "Mogamis good in fourth round, amity Jane" still is doing well lird week. Second stanza of of Worlds' looms big at

ar of Worlds' looms big at ric

Estimates for This Week

Pentury (Part (1.600; 83-\$1.20)—
Lartin Luther' (Indie) +2d runt, spite fact this is second-run ne advanced scale prevails as eviously. Four stupendous predus weeks not hurtime, Big \$9,-0. Last week, "Master of Ballanie", WB, \$3.500.

Gopher Bergert (1.025; 65-85) "Mogambo" M-G (4th wk, ne \$5.000. Last week, \$5.500.

Lyric (Part, (1.000) (65-85)—
Var of Worlds' Part (4.000) (65-85)

"The Robe" (2.000) (81-20-50)—
The Robe (2.000) (1.20-50)—
The Robe (2.000) (1.20-50)—
Estimates (1.000) (1.20-50)—
Estimate

rice so not be to tangier" (Party \$5.500, rld Mann 400; 55-\$1.20 — Actress" M-G. Even crix and Spencer Tracy in cast elping this much Neat \$3.500 week "Hundred Hour Hunt," \$2.200.

Broadway Grosses

Estimated Total Gross
This Week \$630,300
(Based on 25 theatres)
Last Year \$463,900
(Based on 19 theatres)

'Ground' High 9G In Fine Omaha

Omaha, Nov. 17.
Overall first-run biz locally continues fine, with "Take High Ground" setting the pace at the Omaha. It is in for a big session. World preem of "Nebraskan" proved just okay at the State. "Lion in Streets" replaced "Here to Eternity" after latter's fourweek stand at Brandeis and looms sturdy. "Robe" in third week at Orpheum still is sock.

Estimates for This Week
Brandeis (RKO) (1,100; 50-76)—
"Lion in Streets" (WB) and "5 Angles Murder" (Coll. Fine \$5,500.
Last week, "Eternity" (Col) (4th wk), \$6,500 at 76-81 scale.

Omaha (Tristates) (2,000; 50-76)—
"Take High Ground" (M-G. Big \$9,000 or near. Last week, "War of Worlds" (Par), \$8,000.
Orpheum (Tristates) (2,890; 90-\$1.25)—"The Robe" (20th) (3d wk), Fancy \$20,000. Last week, \$27,000.
State (Goldberg) (850; 50-80)—
"Nebraskan" (Col) and "Angel Street" (Col), Mild \$5,000. Last week, "Actress" (M-G) and "Half a Hero" (M-G), \$4,500.

H.O.s Swamp Mont'l; 'Eternity' Wow 30G, 2d

Montreal, Nov. 17.

Three holdovers are continuing to pull top grosses at deluxers. this week. "Stalag" and "Here To Eternity" are holding nicely in second stanzas with "The Robe" still strong in third. Top newcomer is "Gun Belt" lusty at Imperial.

Estimates for This Week
Palace (C. T.) 2.626; 75-\$1.50)—
"The Robe" (20th) (3d wk). Great \$38.000. Following \$43.000 last week.

\$38,000, FOHOWING \$30,000.

week, Capitol (C.T.) (2,412; 50-80)—

"Stalag 17" (Par) (2d wk). Fine \$17,000 after first week got \$20,000.

Princess (C. T.) (2,131; 50-80)—

"Flight to Tangier" (Par). Thin \$8,000. Last week, "Redheads Seattle" (Par); \$9,000.

Seattle" (Par), \$9,000.

Loew's (C. T.) (2,855; 75-\$1)—
Eternity" (Col) (2d wk). Great
\$30,000 after \$38,000 opener.

Imperial (C. T) (1,893; 34-60)—
"Gun Belt" (UA) and "Phantom
from Space" (UA). Loud \$10,000.
Last week. "Last Posse" (Col) and
"Convicted Woman" (Col), \$8,000.
Corpheum (C. T.) (1,048; 40-65)—
Plunder of Sum" (WB) and "Wall
of Death" (WB). Okay \$8,000. Last
week. "Flame Calcutta" (Col) and
"U-Boat Prisoner" (Col), ditto.

'PARADISE' LUSH 11G, BALTO: 'ROBE' 25G, 4TH

Estimates for This Week

Century (Loew's-UA) (3,000; 20-70)—"Return To Paradise" (UA). Starts second round tomorrow (Wed.) after pleasing opener at

\$11,000.

Hippodrome (Rappaport) (2,100; 50-\$1.25) — "Eternity" (Col) (8th wk). Fairish \$7,000 after \$11,400 for seventh.

Keith's Schanberger) (2,400; 35-80)—"Jack Slade" (AA). Opened today (Tues,) after "Flight To Tangier" (Par) pulled a low \$7,200.

Little (Rappaport) (310; 25-90)—"Mr. Potts To Moscow" (Indie). (2d wk). Nice \$4,000 after \$4,400 opener.

Mayfair (Hicks) (980; 25-70)— "East Of Sumatra" (U). Fair \$5,000 or near, Last week, "Flight Nurse" (Rep), \$4,500.

New-(Mechanic) (1,800; 75-\$1.25) **Robe" (20th) (4th wk). Strong \$25,000, close to third week's

Playhouse (Schwaber) (420; 50-\$1)—"Stalag 17" (Par) (6th wk). Holding nicely at \$5,800. Last week, same.

week, same.

Stanley (WB) (3,200; 35-80)—

"Botany Bay" (Par) (2d wk). Dropping to \$8,500 after \$14,000 last week.

Town (Rappaport) (1,600; 35-80)—
"Martin Luther" (Indie) (3d wk).

Okay \$6,800 after \$9,000 for second.

Brothers' Lusty \$10,000, Indpls.

Indianapolis, Nov. 17.

Biz Is spotty at deluxers here this stanza, continuing mild outdoor weather being a factor. An ouncement that sixth week is last has given "The Robe" a final kick at Indiana, where It still leads the city. "All-Brothers Were Valiant" at Loew's is oke while, "Blowing Wild" at Circle looms fair.

Estimates for This Week
Circle (Cockrill-Dolle) (2,800; 60-85)—"Blowing Wild" (WB) and "Black Fury" (Indie). Modest \$8,500. Last week, "Botany Bay" (Par) and "Fighting Lawman" (Indie), \$11,000.

Indiana (C-D) (3,200; 95-\$1,50)—
"The Robe" (20th) (6th-final wk). Big \$16,000 after \$15,500 fifth week.

Keith's (C-D) (1,300; 60-86) —
"Stranger Wore Gun" (Col). Fair \$5,000. Last week, "The Maze" (AA) and "Bandit Island" (Indie), \$3,500.

'Brothers' Brisk \$10,000, Det.: 'Jane' OK 17G, 'Cinerama' Sock 24G, 35th

Key City Grosses

Estimated Total Gross
This Week\$3,035,100
(Based on 25 cities, and 232
theatres, chiefly first runs, including N. Y.)
Total Gross Same Week
Last, Year\$2,259,700
(Based on 24 cities and 202
theatres.)

'Arrowhead' Trim \$13,000, Toronto

Toronto, Nov. 17.

skth stanza, still is solid. Biz generally ls good.

Estimates for This Week
Capitol, Tivoli (FP) (1,092; 1,436; 75-\$1)—"Martin Luther" (Indie) (3d wk), Okay \$6,500, Last week, \$8,000.

Downtown, Glendale, Mayfair, Scarboro, State (Taylor) (1,059; 955; 470; 698; 694; 35-60)—"Arrowhead" (Par) and "Hot News" (AA), Good \$13,000. Last week, "Plunder of Sun" (WB) and "Sweethearts on Parade" (Rep), \$9,000.

Egilnton, University (FP) (1,080; 15,58; 40-75)—"Captaln's Paradise" (London) (3d wk), Good \$7,500. Last week, \$9,000.

Hyland (Rank) (1,250; 50-85)—"Clouded Yellow" (Rank) and "Perfect Woman" (Rank). Oke \$5,000. Last week, "Always a Bride" (Rank) 44,500.

Imperial (FP) (3,373; 75-\$1.50)—"The Robe" (20th) (4th wk). Hefty \$25,000. Last week, \$32,000. Loew's (Loew) (2,096; 65-85)—"Mogambo" (M-G) (3d wk), Still lusty \$14,000. Last week, \$15,000. Odeon (Rank (2,390; 50-90)—"Malta Story" (Rank) (2d wk), Neat \$10,000. Last week, \$15,000. Shea's (FP) (2,386; 75-\$1)—"Beggar's Opera" (WB), Light \$4,500. Last week, \$11,000. Towne (Taylor) (693; 75-\$1)—"Beggar's Opera" (WB), Light \$4,500. Last week, \$31,000. Loew's Cyllivan" (Indie) (4th wk), \$5,000. Uptown (Loew) (2,743; 40-75)—"Glass Web" (U), Waning interest in novelty of 3-D, plus that additional charge of 15c. for viewers, showing just an oke \$10,000. Last week, "Torch Song" (M-G) (2d wk), \$7,000 in 5 days.

'Tumbleweed' Tasty 9G, Hub; 'Jane' \$13,000, 2d, 'Marry' Hep 32G, H.O.

Detroit, Nov. 17.

There's a general downbeat this week albeit two among the plethora of holdovers are unusually strong, "All Brothers Valiant" looms nice at the Adams. "Calamity Jane" looks best of newcomers at the Michigan. "Robe" still is hot at the Fox; ditto "Big Heat" at the Palms and "I, the Jury" at Broadway-Capitol.

Estimates for This Week
Fox: (FoxDetroit) (5,000: \$1-\$1.80)

"The Robe" (20th) (7th wk). Strong \$40,000. Last week, \$47,000. Michigan Unlited Detroit' 4,000: 80-\$1)—"Calamity Jane" (WB) and "Affair Monte Carlo" (UA). Good \$17,000. Last week, "So Big" WB) and "Paris Express" (Indie', \$16,000.

Palms (UD) (2,961; 80-\$1—"Big Heat" (Col) and "Shoot First' (UA) (2d wk). Big \$18,000. Last week, \$27,000.

Madison (UD) (1,900; 95-\$12.)
"Eternity" (Col) (11th wk). Stout \$11,000. Last week, same.
United Artists (UA) (1,938; 80-\$1)—"Rogambo" (M-G) (5th wk). \$1000. Last week, same. United Artists (UA) (1,938; 80-\$1)—"Mogambo" (M-G) (5th col) (3th who). Adams (Balaban) (1,700; 80-\$1). "All Brothers Valiant" (M-G). Oke \$10,000. Last week, "Torch Song" (M-G), \$6,600.

Broadway-Capitol (Korman) 3-500; 80-\$1)—"I, the Jury" (UA) and "Champ for a Day" (Indie) (2d wk). Nice \$10,000. Last week, \$19,800.

Music Hall (Cineram Productions) (1,236; \$1,40-\$2,80)—"Cinerama" (35th week). Great \$24,000. Last week, ditto.

Brothers' Losty \$15,000, Frisco; 'Jezebel' Lush 10G, 'Queen' Fat 12G

10G, 'Queen' Fat 12G

San Francisco, Nov. 17,

Market Street cinemas are suffering from torrentlal rains which sloughed the important weekend trade. Biggest money for a new-comer is going to "All Brothers Were Vallant," brisk at Warfield. "Diamond Queen" also is fine at Paramount while "Sins of Jezebel" looms fancy at St. Francis. "Decameron Nights" looks good at Stagedoor. "The Robe" still is okay in seventh week at the Fox.

Estimates for This Week Golden Gate (RKO) (2.850; 65-95)— "Key Largo" (WB) 'and 'Treasure Sierra Madre' (WB) (reissues). Dull \$7,500. Last week, "Affair With Stranger" (RKO) and "Marry Me Again" (RKO) 89,500.

Fox (FWC) (4.651; \$1-82.40)— "The Robe" (20th) (7th wk). Okay \$23,000. Last week, \$27,000.

Warfield (Loew's) (2.656; 65-95)— "All Brothers Vallant" (M-G). \$16,000.

Paramount (Par) (2.646; 65-95)— "Diamond Queen" (WB) and "Big Break" (Lip), \$15,000 in 8 days.

St. Francis (Par) (1.400; 75-51)— "Sins of Jezebel" (Lip) and "Teror Street" (Lip). Fancy \$10,000 or near. Last week, "So Big" wB) (2d wk). \$7,000.

United Artists (No. Coast) (1.207; 65-95)—"99 River Street" (LA). Good \$9, (Conl.nued on page 22)

Jane' Sockeroo \$9,000,

"Jane' Sockeroo \$9,000,

L'ville, 'Robe' 40G, 2d

Louisville, Nov. 17.

Weather conditions in the Bluerass metropolis are ideal for film biz currently. Fall race meeting at Churchill Downs closed Saturdoy (14), influx of horse lovers helping trade somewhat. Leader for second stanza is "The Robe' at Rialto, "Calamity Jane" at Mary Anderson looms socko. Actress" coupled with "Melha at State in for five days is only fact State with good \$4,000 after last week's \$5,000.

Mary Anderson (People's) 41,200, 54-75 — "Calamity Jane" (WB) and to a big weekend start, with strong ossibility of socko \$9,000. Last week, "Key Largo" (WB) creissing \$1,25-\$1.50)—"The Robe" (200, 200, 1.35 tate (Loew's) (3,000; 54-75)—"State (Loew's) (3,000; 54-75)—"The Actress" (M-G) and "Mellast Week, "Mogambo" (M-G), 2d week, \$16,000 in 9 days.

'Boy Lost' Smash \$12,000, K.C. Ace; 'Sumatra' Hotsy 14G, 'Jane' Oke 8G

Product lineup is stronger this week and will raise grosses somewhat. "Little Boy Lost" at Paramount looks socko. "Take Iligh Ground" at Midland looks fine while "East of Sumatra" in four Fox. Midwest first-runs shapes stout, "The Rohe" goes into seventh week at Orpheum, and is still great.

Estimates for This Week
Apollo (Fox Midwest) (1,050; 90-S1 20)—"Martin Luther" (Indie). Trade only moderate at \$1,500 on this first subsequent-run, Likely to close out after one week.

Kimo (Dickinson) '504; 65-85)—

Kimo (Dickinson) (504; 65-85)—
"Lili" (M-G) (27th wk). Skedded to pull out last week but showed new strength. Good \$1,500 this

"Half a Hero" (M-G), Fine \$12,000, to 1-73)
"Half a Hero" (M-G), Fine \$12,000, Last week, "Vice Squad" (UA) and "The Actress" (M-G), \$7,500, Missouri (RKO) (2,650; 60-85)

"Calamity Jane" (WB) and "Project Moon Base" (AA). Oke \$6,000. Last week, "Appointment in Honduras" (RKO) and "Jennifer" (Indie), \$5,000.

Orpheum (Fox Midwest) (1.913; \$1.51.50 — The Rôbe" (20th 7th 8k). Slacked off but still big at \$13,000. Last week, \$14,000.

Paramount (Tri-States) (1.900; \$5-851 — Tanfan Tulip" (Loperti States) (1.200; \$0.5851 — Tanfan Tulip" (Loperti Gith 9k). Trim \$6,000 after \$7,000 for third stanza.

Beacon Hill (Beacon Hill) (800; \$0.5851 — Tanfan Tulip" (Loperti Gith 9k). Trim \$6,000 after \$7,000 for third stanza.

Beacon Hill (Beacon Hill) (800; \$0.581 — Tanfan Tulip" (Loperti Gith 9k). Trim \$6,000 after \$7,000 for third stanza.

Beacon Hill (Beacon Hill) (800; \$0.590 — Third Stanza.

Beacon Hill (Beacon Hill) (800; \$0.51 — Tanfan Tulip" (Loperti Gith 9k). Trim \$6,000 after \$7,000 for third stanza.

Beacon Hill (Beacon Hill) (800; \$0.51 — Tanfan Tulip" (Loperti Gith 9k). Trim \$6,000 after \$5,000 for fifth week.

Boston (RKO) (3,000; 50-90) — Tower, Uptown, Fairway, Granada (Fox Midwest) (2,100; 2,043; 700; 1,217; 65-551 — Tanfan Tulip" (Loperti Gith 9k). Trim \$6,000 after \$7,000 for third stanza.

Beacon Hill (Beacon Hill) (800; \$0.50 mill (RKO) (3,000; 50-90) — Tower, Uptown, Fairway, Granada (Fox Midwest) (2,100; 2,043; 700; 1,217; 65-551 — Tanfan Tulip" (Loperti Gith wk). Trim \$6,000 after \$7,000 for third stanza.

Beacon Hill (Beacon Hill) (800; \$0.50 mill (800;

5 New Pix Hoist Chi Biz; LaRosa Boosts 'Jane' to Mighty \$74,000, 'Mogambo' Terrif 45G, 'So Big' 16G

Chicago, Nov. 17.

Five newcomers are hoisting grosses at all mainstemmers this acek, with pleasant weekend with pleasant weekend eather helping. Big news is Julius Laftosa currently at Chicago, his nersonal helping "Calamity Jane" of a giant \$74,000. Woods is capuring huge \$45,000 for "Mogambo" while United Artists looms an \$16,000 for "So Big." "Joe Louis Story" is punching out aurong \$14,500 at the Grand.

Second week of "Take High Ground" and "Sky Commando" at Welviers is a very big. Combo of East of Sumatra" and "Stand at Roosevelt.

osevett.

Captain's Paradise" continues in the third frame at the Zlegtin Torch Song" shapes fine at once, also in third.

Leading the tireless holdovers, one" looks mighty at State-Lake the eighth week while "Martin ther" still is sock at the Loop, or eighth. Oriental is selling lere To Eternity" for robust in the 18th round. "Cinerama" connues brilliant in the 18th at the lace.

Estimates for This Week

Estimates for This Week
Chicago (B&K) (3,900; 98-\$1.25)

"Calamity Jane" (WB) with
alius LaRosa heading stageshow.
ooks like whopping \$74,000. Last
cek, "Little Boy Lost" (Par) with
on Cornell onstage (2d wk),
17,000.

week, "Little Boy Lost" (Par) with Don Cornell onstage (2d wk), \$37.000.

Grand (RKO) (1.200; 55-98)—Joc Louis Story" (UA) and "No Escape" (UA), Hefty \$14,500, Last week, "Key Largo" (WB) and Treasure Sierra Madre" (WB) (results), \$5.300.

Loop (Telem't) (600; 98-\$1.25)—Martin Luther" (Indie) (8th wk). Still hot at \$17,500 after \$17,000 last week.

McVickers (JL&S) (2.200; 65-98)—"Take High Ground" (M-G) and Sky Commando" (Col) (2d wk). Lively \$20,000. Last week, \$27,000.

Monroe (Indie) (1,000; 55-98)—"Torch Song" (M-G) (3d wk). Good \$7.500 after last week, \$10,000. Oriental (Indie) (3,400; 98-\$1.25)—"Eternity" (Col) (11th wk). Potent \$17,700. Last week, \$19,500. Palace (Eitel) (1,484; \$1.20-\$3.60) (Therama" (Indie) (36th wk). Teric \$34,000. Last week, \$19,500. Palace (Eitel) (1,484; \$1.20-\$3.60) (Therama" (Indie) (16th wk). Teric \$34,000. Last week, \$19,500. State-Lake (B&K) (2,700; 98-\$1.80)—"Robs Sumatra" (U) and "Stand Apache River" (U) (2d wk). Brisk \$15,00. Last week, \$19,000. Vall \$62,000 after \$60,000 last week. Surf (14&E Balaban) (685; 93)—\$1.80—"Robe" (20th) (8th wk). Call \$62,000 after \$60,000 last week. Surf (14&E Balaban) (685; 93)—\$1.800—"Robe" (20th) (8th wk). Call \$62,000 after \$60,000 last week. Surf (14&E Balaban) (685; 93)—\$1.800—"Robe" (20th) (8th wk). Call \$62,000 after \$60,000 last week. Surf (14&E Balaban) (685; 93)—\$1.800—"Robe" (20th) (8th wk). Call \$62,000 after \$60,000 last week. Surf (14&E Balaban) (685; 93)—\$1.800—"Robe" (20th) (8th wk). Call \$62,000 after \$60,000 last week. Surf (14&E Balaban) (685; 93)—\$1.800—"Robe" (20th) (8th wk). Call \$62,000 after \$60,000 last week. Surf (14&E Balaban) (685; 93)—\$1.800—"Robe" (20th) (8th wk). Call \$62,000 after \$60,000 last week. Surf (14&E Balaban) (685; 93)—\$1.800—"Robe" (20th) (20th)

810,000.
World (Indie) (587; 98)—"Young Caruso" (Indie), Bright \$4,000. Last week, "2c Worth of Hope" (Indie) (41b wk., \$3,300.

D. W.C., \$3,300. Ziegfeld (Lopert) (485; 93:— aptain's Paradise" (Lopert) (3d Solid \$6,600 after \$8,200 last

'Web' Smooth \$14,000, Denver; 'Ground' 17G

Denver; 'Ground' 176

Denver, Nov. 17.

The Robe' continues strong at the Denver as it goes into sixth tound after breaking all existing geords at that house. "Glass Web shapes faney at Paramount while Take High Ground' is equally big to Orpheum. Exhibitors here are tooking for a change in the Acather, present temperatures besid so mild prospective patrons say outdoors.

Estimates for This Week.
Maddin (Fox) (1,400; 50-85—Cruel Sea" (U) (2d wk., Fine 5000. Last week, \$4.000.
Denham (Cockrill) (1,750; 50-85)—Redheads Seattle" (Par). Fair \$3.700. Holds only 3 days in second. Last week, "Botany Bay" (Par) (2d wk.) \$7.000.

Denver (Fox) (2,525; 90-\$1.50)—The Robe" (20th) (5th wk). Fine \$48.000. Stays on. Last week, \$21.500]

Orpheum (RKO) (2,600; 50-85)—

Orpheum (RKO) (2.600; 50-85— Take High Ground" (M-G) and Jouisiana Territory" (RKO). Trim Continued on page 22)

Estimates Are Net

Film gross estimates as re-ported herewith from the variported nerewith from the various key cities, are net; i. e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net in-

The parenthetic admission prices, however, as indicated, include the U.S. amusement

'Cinerama' Soars To 28½G, Philly

Philadelphia, Nov. 17.

"Cinerama" is attracting the most attention here currently, steadily mounting in popularity to hit top take of six-week stand at the Boyd with a great \$28,500 this (6th) stanza. "Man From Alamo" and "Stand at Apache River" is heading for a terrific total at the small Stanton. "Sea Around Us" is rated socko at the Studio. "Moon Is Blue" continués mash in third session at Trans-Lux, only a step away from second week's total.

Estimates for This Week Arcadia (SAES) (625; 85-\$1.30)—"Mogambo" (M-G) (6th wk). Strong \$8.000. Last week, \$20.00.

Boyd (SW) (1,400; \$1.30-\$3.25)—"Cinerama" (Indie) (6th wk). Zooming to great \$28,500. Last week, \$23,000.

Fox (20th) (2,250; 99-\$1.80)—"Robe" (20th) (2,250; 99-\$1.80)—"Big Heat" (Col) (3d wk). Solid \$12,000. Last week, \$14,000.

Mastbaum (SW) (4,360; 85-\$1.25)—"Botany Bay" (Par) (2d wk). Light \$11,000. Last week, \$22,000.

Midtown (Goldman) (1,000; 74-\$1.30)—"Torch Song" (M-G) (4th wk). Bright \$9,500. Last week, \$11,000.

NK). Bright \$9,500, Last week, \$11,000.

Randolph (Goldman) (2,500; 74-\$1.30)—"Calamity Jane" (WB) (2d Wk). Fairish \$13,000, Last week, \$18,000.

Stanley (SW) (2,900; 85-\$1.30)—"Eternity" (Col) (8th wk). Good \$12,300. Last week, \$15,000.

Stanton (SW) (1,473; 50-99)—"Man from Alamo" (U). Terrific "Stand at Apache River" (U), and \$10,000 or close. Last week. "Cruisin" Down River" (Col) and "Sky Commando" (Col), \$5,500.

Studio (Goldberg) (500; 85-\$1.25)—"Sea Around Us" (RKO). Sock \$6,000. Last week. "Cruel Sec" (U) (6th wk), \$3,000.

Trans-Lux (T-L) (500; 99-\$1.50)—"Moon is Blue" (UA) (3d wk). Still great at \$11,500. Last week, \$12,000.

Mild Weather Boosting Cleve; 'Plains' Sturdy \$12,000, 'Brothers' 18G

'SO BIG' FAST \$15,000, ST. L.; 'LUTHER' 10G 2D

by St. Louis Variety Club, to hypotrade.

Estimates for This Week
Ambassador, F&M1 (3,000, 6075:—"So Big" (WB) and "Marry
Me Again" (RKO). Shapes big
\$15,000. Last week, "Girl Next
Door" (20th) and "Dangerous
Crossing" (20th), \$13,000.
Fox |F&M1 (5,000, 60-75) — "Appointment in Honduras" (RKO)
and stageshow. Opened today
(Tues.) Last week, "All-American" (U), and "East of Sumatra"
(U), mild \$13,500.
Loow's (Loew's) (3,172; 50-75) —
"Mocambo" (M-G) (4th wk). Trim
\$13,000 after \$16,000 last week.

Pageant (St. 1. Amis.) | 1,000,
90)—"Martin Luther" (Indie) (2d
wk). Fine \$10,000 after \$12,000
opener
St. Louis (St. L. Amis.) (4,000)

wk). Fine \$10,000 after \$12,000 opener.
St. Louis (St. L. Amus) (4,000; 60-75)—"The Robe" (20th) (400; 60-75)—"The Robe" (20th) (400; 60-75)—"The Robe" (20th) (20t

'Marry' Torrid \$22,000 in Pitt

Pittsburgh, Nov. 17.

It's almost a solid Cinema-Scope from here this week with "How To Marry a Millionaire" off to a fast start at the Fulton although not in same class with "Robe" business at Harris. Latter picture in seventh stanza holding up very well against rival attraction two doors away and nearly matching. "Millionaire" even at this stage of "Mohe's" run. "All Brothers Valiant" at Penn making some dent in the big-screen excitement, but "Calamity Jane" at Stanley iisn't faring too well.

Estimates for This Week
Fulton (Shea) (1.700; 85-81.25)—"How Marry Millionaire" (20th), Marilyn Monroe and Cinema Scope are the big noises here, and looks like better than \$22,000, terrific, Not up to "Robe" biz, but seale here is somewhat smaller and comedy wasn't expected to do same kind of trade anyway. Last week, "Vicki" (20th), \$5,000 in 6 days.

Harris (Harris) (2,100; 85-\$1.50)—"Robe" (20th) (7th wk), Holding up great in face of competition from second Cinema Scope two doors away, With heavy Armistice Day counting in on current take, this stanza will be even better than the last or great \$17,500. Last week, \$16,000.

Penn (Loew's) (3,300; 50-85"All Brothers Valiant" (M-G) Comes in Thanksgiving Day, but may not make it. Too much Cinema Scope holding 'Brothers' down to \$14,-500, which is good but may not be enough to merit holding. Last week, "Take High Ground" (M-G), \$14,000.

Squirrel Hill (SW) (900; 50-85)—"Mr. Potts "O Moseow" (Indie), Just okas \$2,500 but stays since

(1000) Squirrel Hill (SW) (900) 50-85 Squirrel Hill (SW) (900) 50-83)— 'Mr. Potts "O Moscow" (Indie), Just okas \$2,500 but stays since management doesn't want to put anything else in ahead of "Cap-tain's Paradise" (Lopert-UA) open-ing Thankseiving Day, Last week, 'Sea Around US' (IKO) (2d wk) tht \$2,400 but had, to come out because of prior product commit-ments.

\$12,000, Brothers' 186
Cleveland, Nov. 17.
Summer-like temperatures here are pulling suburbanites downtown and nudging film takes nicely. "All Brothers Were Valiant" at State is showing strongest possibilities. "The Robe" on sixth round at Hipplooks powerful enough to stay on longer. "Thunder Over Plains" at Allen shapes fine.

Estimates for This Week
Allen (S-W) (3,000; 55-85)—
"Thunder Over Plains" (WB), Nice \$12,000. Last week, "Calamity Jane" (WB), \$11,500.

Hipp (Telemanagement) (3,700, \$1-\$1.80)—"The Robe" (20th) 6th wk). Husky \$20,000. Last week, "Calamity Jane" (WB), \$11,500.

Ohio (Loew's) (1,200; 55-85)—"Torch Song" (M-G) (m.o.), Fancy \$7,000. Holding, Last week, "Little Boy Lost" (Par) (m.o.), \$6,000.

Palace (RKO) (3,390; 55-85)—
"Back to God's Country" (U, Fair \$8,000. Last week, "East of Sumarta" (U), \$11,000.

State (Loew's (3,450; 55-85)—"The Robe" (20th) 6th of the Palace is leader. "Combat stride at four major houses this at the palace is leader. "Combat stride at four major houses this film. The Robe" (1), \$10,000.

State (Loew's (3,450; 55-85)—"The Robe" (1), \$10,000. State (Loew's (2,700; 55-85)—"The Robe" (20th) 6th of the Palace is leader. "Combat stay of the Palace is

B'way Spotty Albeit 'Marry' Giant \$121,500, 2 Spots; 'Desert' Record \$23,400, 'Sheba' Big 17G, 'Louis' 16G

Top item at Broadway first-run theatres this session is the second ChemaScope picture. Thow to Marry a Millionaire, smash at two theatres. Otherwise, biz is disappointing at most honses Indian summer weather, current tor about a week, arrived too late to help the pix which teed off in the previous stanza. The result is that many newcomers from a week ago are withering on the boxoffice vine, many soon to be supplanted by tresh bills.

"Millionaire" wound up with a huge \$121,500 at the State and Globe, where day-dating Two honses have a combined seating capacity of 4,950 pt is seatablishing no new records at either house, being \$43,500 at the State and \$78,000 at the State latter figure is mearest the old high. "Jodson Story" having—done \$89,000 at \$18,000 for initial week of 23,400 on its mital week at the Satton, "Joe Louis Story" held at faire \$16,000 in second stanza at the Holiday.

"Kiss Me Kate" and staesshow looks to hold at fair \$115,000 in second stanza at the Holiday.

"Kiss Me Kate" and staesshow looks to hold at fair \$115,000 in second week at the Saturday \$20.

"Kiss Me Kate" and staesshow looks to hold at fair \$115,000 in second week at the Saturday \$20.

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"Kiss Me Kate" and staesshow looks to hold at fair \$115,000 in second week at the Saturday \$20.

"Kiss Me Kate" and staesshow looks to hold at fair \$115,000 in second stanza and a Girl" (Wib on Saturday \$20.

"There were standay \$20.

"The Queen of Sheba" continued at nice \$17,000 in second week at the Natton Saturday \$20.

"The Queen of Sheba" continued at nice \$17,000 in second week at the Astor Salore Jet" was down with "Three Sators and a Girl" (Wib) on Saturday \$20.

"The Queen of Sheba" continued the Astord \$15,000 after \$18,000 in second week at the Astor

next Friday. (20). Par flagship banching its straight-film policy Saturday (20) with "Three Sailors and a Girl."

"The Queen of Sheba" continued at nice \$17,000 in second week at the Astor. 'Salive Jet' was down to light \$11,500 in imitial holdover frame at Criterion although "Royal African Rifles" was added as a second feature most of week.

"The Robe" is heading for big \$72,000 in current 9th week at the Roxy, and stays on "Eternity" dipped to \$30,000 ksst (15th stanza at the Capitol, still solid for this length of run.

"Moon Is Blue" wound up its phenomenally big longrun last-night (Thes.) at the Victoria, still being fine with \$12,500 in its 19th week. "Man Between" opens oday.

Estimates for This Week

Astor (City Inv.) (1,300; 30.81 80.— "Queen of Sheba" (Indice 23) wky. First holdover session ended last night (Thes.) at the week at this country of the country of the still still being pint this over.

Bijou (City Inv.) (539, \$130.—\$120.—\$130.—\$240.—"Gilbert & Sullivan" (LA) with which this pint (Thes.) reviews week was \$11,000.

Baronet (Reader (430, 90.81 50.—"Forbidden Stories" didle. Initial week ending Friday (20) looks barely good \$6,000, but holding. In ahead, "Beggar's Opera" (WB.-121th web 4828, \$2.200, but winding highly successful longrun.

Criterion (Moss (4.829, 70.82.20).—"Elemity" (Col. (16th wk. The 15th stanza ended het meht The holdow round ended Monday (16 dapped to light \$11.500 (although "Royal African Rifles" (AA) was added as a second feature stutum over weekend, being billed as "neak preview," with no him listed. First week was \$17,000.

Fine Arts (Days) (4.68; 90.81.20).

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Fine

Mayfair (Brandt) (1.736; 70-8) 80)
—"Botany Bay" (Par) (3d-final wk)
Winding final week today (Wed)
with mild \$10 000 or near; Last
week \$16,000. "Take High
Ground" (M-G) opens tomorrow
"Thurs.).
Normandie Normandie Thea

\$7,000 after \$7,000.

Rivoli (UAT) (2,092, 95-\$2) —

"Little Boy Lost" (Part 9th wk),

Eichth round ended Monday (16)

held at solid \$15,000 after \$18,000

for seventh week "Khyber Ritles"

(20th) likely will open late in

the souther.

for seventh week "Khyher Ritles" (20th) likely will open late in December Radio City Music Hall (Rocke-febers) (5200, 90-8240) — "Kiss Me Kate" (M.G. and stageshow (2d wk). Holding with fair \$115,000 after \$130,000 opening week. Holds a third, and now set to run through Thanksgiving Day, with the Christmas stageshow and "Easy to Love" (M.G. counting in next.

Roxy (N.d.). Th. 5-717; \$1-\$3) — "The Robe" (20th) (9th wk). Present stanza ending today (Wed) is heading for big \$72,000. Eighth week was \$36,000, below expectancy. Armstrice Day not shaping as strong as hoped. End of current week brought total gross to \$1,423,000, biggest ever at Roxy, and in N.Y. "Robe" continues, now being set to play antil Dec 14 when "12-Mile Rect" (20th) is due to open.

was hig \$5 000 after \$5.500 for sach week. Wirtheria (City Inv. (1,060, 95-\$1,30)—Man Between" (Lopert). Opens today. (Wed)s. In ahead, "Moon Is Blue" (CA. (19th wk), held at time \$12,500 after \$12,000 for 18th session, making a highly successful longrun here. Warner (Cunerama Prod.) (1,600; \$1,26-\$3.60)—"Cunerama" (Indie) (24th wk). Current frame ending tomorrow (Thurs.) is climbing to smash \$46.500 after \$46,000 for 22d week, which was hurt by storm. Stays on indef

Publicist-Turned-Producer Details

His plan to produce "The Joe Louis Story" met with plenty of advance resistance from Southern exhibitors and there were even longdistance phonecalls from the South, urging that he call off the film. Sterling Silliphant, the producer of the pic, said in N. Y. last week.

week.

"People whom I hardly knew yould warn me that such a picture wouldn't get any bookings in 'white' houses in many areas." he said. "The usual ticups all of a sudden became difficult. There was a kind of whispering campaign that we intended to press down hard on the racial issue, which wasn't true at all. The only ones who seemed to have any faith in us was 'united Artists. Any production of mine in the future, the boys over there will always have first call on."

Silliphant has formed Dayle Pro-

there will always have first call on."
Silliphant has formed Dayle Productions with himself as president and John Barnwell as associated producer and partner. Outfit's first venture, "Five Against the House," which has been serialized in Good Housekeeping and is to be published by Doubleday next February, is skedded to start shooting at Reno, May 1, 1954. Budget is figured to be "under \$300.000" according to Silliphant.

Economics of 'Louis'

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Feonomics of 'Louis'

"Joe Louis Story," in which Silliphant partnered with Louis for an equal share of the profits, was originally budgeted at \$298,000 but finally ran to \$311,000. After the third week of shooting, lensing had to be discontinued when certain backers didn't come through with the necessary coin. Silliphant and Louis both gave up a sizeable chunk of their interest in the picture to raise additional funds. Walter P. Chrysler and William Zeckendorf are now the principal investors. Silliphant said the film would have to earn \$650,000 "before we're in the clear."

A former publicity manager at 20th-Fox. Silliphant says, despite all the headaches on the Louis film, "I wouldn't have missed a minute of it. What got us down—and that's the problem any independent faces—were the 'backbone' costs, i.e., union charges, sound, editing, etc. We tried as hard as we could to cut budget areas that weren't fixed, but I guess we didn't do enough of that." In bis next production, the producer figures he'll tackle his problems a lot differently. "One thing I've learned is that pre-production work is more important than anything." he said emphatically. "You've got to try and take all the bugs out and agree on "it the

thing," he said emphatically,
"You've got to try and take all the
bugs out and agree on all the
angles before shooting actually
starts, Otherwise, you're bound to
go overboard."

Why did be begon

go overboard."

Why did he leave the security of 20th to go into business for himself? "I came to the conclusion that I couldn't keep on beating my brains out for someone else's pictures." Silliphant said. "Can you think of any reason why a producer shouldn't have as much right to come from press agents' ranks as anyone?"

DELUXE LABS IN N.Y. ADDING NEW MACHINES

Los Angeles, Nov. 17.
Secret executive sessions by a two-man sub-committee of the House Un-American Activities Committee will be held here Nov. 23-24. Understood the hearings here will seek information prior to open sessions to be held later in San Francisco.

Sub-committee will be made up of Rep. Donald L. Jackson (R.-Santa Monlea) and Rep. Clyde Doyle (D.-Long Beach).

Trial-and-Error Choices, Including Martin Johnson Biog, Hit Cinerama Take

Cinerama Productions Corp., now acting merely as a watchdog outfit for the collection of royal-ties after turning over the exhibition and production rights to the widescreen process to the Stanley Warner Corp., chalked up a net loss of \$700,000, although showing an operating profit of \$200,000 for the fiscal year ending September, 53.

Figures are revealed in the com-Figures are revealed in the company's latest financial statement which will be presented to stockholders at a meeting scheduled for Dec. 1. Outfit is a closed corporation with approximately 200 share-

The net loss, according to a Cinerama spokesman, is due "to the writing off of properties we don't expect to use." These include board chairman Louis B. Mayer's "Paint Your Wagon," on which considerable preliminary work had been done, including the music and screenplay, and preliminary efforts on a contemplated film biography of Martin Johnson, the late African explorer. "Paint Your Wagon" is being carried on the books at \$1. Cinerama also suffered a loss on "Seven Wonders of the World." Property and considerable footage was turned over to Stanley War-The net loss, according to a Cinrroperty and considerable toolage was turned over to Stanley Warner. Cinerama Productions' expenses were larger than the price received from SW.

received from SW.

Cinerama Productions, the financial statement reveals, has \$500,000 cash in hand, has reduced its bank loan from \$1,600,000 to \$900,000 and has 1,000,000 in bond debentures outstanding. Board of directors, which met last Thursday (12), officially elected ira S. Stevens as treasurer to succeed E. L. Scanlon, who resigned to return to the Coast. Irving N. Margolin was named assistant treasurer.

BERGENLINE ANTITRUST AGAINST COMPANIES

An antitrust suit asking for \$3,750,000 was filed in New York Federal Court Monday (14) against the eight majors and Republic Pictures. Also named in the suit were Skouras Theatres, North Bergen Amusement. Union Hill Corp. and Doves, Inc.

ADDING NEW MACHINES

De Luxe Laboratories in N.Y. is building three striping machines to put magnetic soundtracks on Cincine Scope prints and is also enlarging its capacity for handling Eastman color.

Outfit, which is a subsidiary of 20th-Fox, will do the print work on 20th's fifth and sixth Cinema-Scope pix—'Hell and High Water' and 'Wes Beheve in Love.' Alm is to produce CinemaScope prints at the rate of about 70 a week or better, which is twice the number of prints now being turned out on "The Robe" by Technicolor.

The N.Y. lab has also taken over management of 20th's Coast lab in a move to speed print output, Magnetic striping machines cost about \$24.000 apiece and do the coating job directly on the film. Tracks are later recorded magnetically. The 20th studio on the Coast will soon have two such machines. Some other studios have ordered the laminated tape equipment put of the Julian and the distinct of the Julian and the coating of the prints of the film and the coating job directly on the film tracks are later recorded magnetically. The 20th studio on the Coast will soon have two such machines. Some other studios have ordered the laminated tape equipment put of the Julian and the prints of the film and sign of the film and sign of the prints of the film and sign of the print of the film and sign of the prints of the film and sign of the prints of the film and sign of the prints of the sign of the print of the sign of the print of the sign of the print of Union Hill Corp. and Doves, Inc.
Action was entered by the Bergenline Annusement Corp., which operated the Rialto Theatre. West New York, N. J., from 1930 to April, 1952. Company charges it was forced out of business by the failure and refusal of the defendants to supply the Rialto with pictures except for extremely lateruns. Defendants are also charged with discriminating in favor of affiliated and favored exhibitors and refusing to permit the Rialto to compete for product.

GRANDIOSE PREMIERES

More and Gaudier Openings Advocated by Einfeld

Problem of 'Joe Louis' Prejudice

The joc by met with plenty of iversistance from Southern and there were even ce phonecalls from the cing that he call off the ling Silliphant, the prohe pic, said in N. Y. last the southern will be held here. Nov.

The industry should go in more for big, splashy premieres that glamorize pix and their personalities and make the audience feel that they're being offered sometiment with the prohe manner.

Secret Red Probe Meet

Los Angeles, Nov. 17.

Secret executive sessions by a two-man sub-committee. of the double of the initial groups of climenaScope films in the grandiose manner.

Einfeld left N.Y. last week for

Einfeld left N.Y. last week for the Coast to o.o. forthcoming product and particularly "Beneath the 12 Mile Reef" and "King of the Khyber Rifles." Will be gone about a week.

about a week.

"Our problem today is not to permit pictures to depend on habit again," Einfeld declared. Films are being sold strongly, but without the glamor that used to surround them, he thinks. To get it back, and to convey the sense of important entertainment coming the public's way, Einfeld strongly teels that this is the time for staging a return to the old-time Hollywood preems, attended by stars and built up as a hig clyic access

SMEAR BY G.O.P.

Washington, Nov. 17.
Herbert A. Bergson, former head of the Antitrust division who handled most of the consent decrees for the major film companies, was indicted here yesterday (16) on two counts of violating the "conflict of interest" statute. At his own request he received as im-

"conflict of interest" statute. At his own request he received an immediate arraignment and asked for a trial as quickly as possible. Bergson, now head of Å. D. C. law firm, is charged with violating the law which makes it illegal for a former government lawyer to represent a private client in a ciaim against the government for two years after leaving Federal employ. Bergson is specifically accused of representing two clients in actions before the Antitrust division when he formerly prosecuted the same firms.

The lawyer counters that the

The lawyer counters that the Department of Justice is deliberately misinterpreting the law in a political 'smear against a former democratic office holder.

'JULIUS CA**e**sar' for LEGIT-STYLE DATES

Following the slx-month two-aday, reserved-seat run of "Julius Caesar" in New York at a legit house, Metro is extending the policy for a limited number of additional engagements. Picture is currently showing in Gotham on a continuous run basis at the Plaza Theatre, east side art house.

Theatre, east side art house.

Legit-style engagements are planned for the Four Star Theatre, Los Angeles, current; Aldine, Philadelphia, Dec. 22, plus the Shubert Majestic, Boston; Shubert Selwyn, Chicago; Loew's Ohio, Cleveland, and Stage Door, San Francisco, all on Christmas Day.

Metroites Return East

Quartet of Loew's ton-tier exces returned to New York from the Coast over the weekend following a week of studio confabs. They included prexy Nicholas M. Schenck, vecpee and treasurer Charles Moskowitz, sales chief Charles M. Reagan and pub-ad topper Howard Dietz.

Ohio Exhibitor Leader Robert A. Wile gives a closeup of the picture business in Middletown, U.S.A.

an interesting editorial feature in the forthcoming

18th Anniversary Number

VARIETY

Critic Literally Blind to 3-D

Columbus, Nov. 17.

Film editor of the Columbus Dispatch, Samuel T. Wilson, wears tri-focals, which means six lenses, each ground separately. This fact has made it impossible for him to view any 3-D films although he tried once years ago. Recently critic Wilson told readers about his orbs, as follows:

"Each eye sort of goes its own way and never do the twain operate as a webl-coordinated unit. The right one is best for distance work, the left for closseups. Glasses make them functionally interchangeable but they still don't get together to produce a single image. "For this reason 3-D is beyond my experience. Using one eye at a time, all I get, even with polaroids, is a double-ine image." Other Dispatch staffers have been reviewing all 3-D films for the paper.

The payoff came when Walter Kessler, manager of Loews Ohio here and a man determined that Wilson must see a depthie, chanded the problem to Polaroid, who came back with a special set of clip-on-glasses for the critic. The instructions that came with the specs told Wilson that by using one-eye at a time with these glasses he would get a sharp visual image—in 2-D:

Long Overdue IFE Accounting Shows \$450,000 Spent in Org's First Year

Rush Film Ahead of Stork

Hollywood, Nov. 17. Metro made two 4 directorial changes in its production schedule. Iollowing information that Ann Blyth expects to become a mother next summer. Switches were made because of a desire to start the actress' next film, "The Student Prince," as soon as possible.

Mervyn LeRoy, originally assigned to direct "Prince," will be busy for some time completing "Rose Marie." He has been replaced by Richard Thorpe, formerly assigned to "The P.O.W. Story."

Delay Trial of Suit To Enjoin Censor-Cop; Allied Atty. Steps In

Allied Atty. Steps In

Minneapolis, Nov. 17.

District Judge L. L. Anderson
has indefinitely delayed the hearing of the suit of Sam Berger,
owner of the lower loop Grand
Theatire, for a permanent injunction to restrain the city council's
ticense committee from suspending
the license of the showhouse for
10 days because it showed the
oldie nudist colony film "Elysia"
and exhibited posters of nude
women advertising the picture.
Berger is contesting the validity
of self-constituted one man police
censorship. Pending the trial of the
suit, the theatre will continue to
operate under a temporary restraining order issued by the court
and it's now presenting burlesque
movies again.

Both sides agreed to the indefinite nost network the stage Ar-

movies again.

Both sides agreed to the indefinite postponement, Judge Anderson told the press.

The censor in this instance was Jake Sullivan, police morals squad head, who ordered Berger to halt the showing of "Elysia." although it has been exhibited here on numerous occasions before over the past several decades without any police interference. Berger complied with Sullivan's order, but went into court to fight the subsequent license suspension.

Reporting the matter to the council license committee, Sullivan

reporting the matter to the council license committee, Sullivan had told the aldermen that he didn't consider the picture "lewd or indecent," but had acted because of complaints about teenagers being attracted to it. He also called alternion to the feet that agers being attracted to it. He also called attention to the fact that Berger recently had been fined \$50 for showing an "indecent" burlesque film and was warned then of possible license suspension or revocation if the offense was re-

North Central Allied has taken sorn Central Allied has taken a hand in the matter and assigned S. D. Kane, its executive counsel, to represent Berger, Kane claims that the theatre owner's constitutional rights are being violated and that the one-man censorship is unliming.

Larry Graburn Resigns Toronto, Nov. 17

Toronto, Nov. 17.
Larry Graburn, ad-pub-exploitation director for Odeon Theatres,
resigned as of Friday (20), according to Odeon general manager
David Griesdorf.

Reporting on the first year of operations in the U. S., Italian Films Export, Inc., last week disclosed to American film companies that it had spent close to \$450,000 for the period ended Dec. 31, 1952. Accounting was long overdue and had been urged strongly on Dr. Renato Gualino, IFE managing director, by Eric Johnston, Motion Pleture Export Assn. prexy, both personally and via letter.

Itemized expenditure of \$450,000

Picture Export Assn. prexy, both personally and via letter.

Itemized expenditure of \$450,000 was contrasted with an income of slightly more than \$150,000. Figures are considered unrealistic since IFE Releasing Corp., the distributing subsidiary, didn't really get going until the first of this year and considerable coin was expended in setting up IFE branches and personnel. There is also no mention of coin spent on the IFE dubbing studio which IFE built from scratch.

U. S. distribs have a right to ask the IFE for an accounting since it's really their money that is being spent. Under the Italian film agreement of 1951, 1212% of the American companies earnings in Italy were to be set aside to finance IFE both in Italy and in the American market. Original purpose, as understood by MPEA, was for IFE to promote and publicize Italo imports. Distaibs maintain it came as a surprise to them when IFE branched out into distribution.

Latter move, attacked by some of the indie distribs in America, has

as a surprise to them when IFE branched out into distribution.

Latter move, attacked by some of the indie distribs in America, has centered Federal Trade Commission attention on the IFE-MPEA relationship. FTC investigation is still going on. Under the last Italo-U. S. film deal, signed in Rome in May by Johnston, the American subsidy is cut to 10% and none of the money is to be used to support IFE distribution activities in the American market.

IFE report to the distribs was kept hush-hush, with IFE headquarters in N. Y. claiming it hadn't even received copies of it. Accounting doesn't include carnings on non-IFE mx in the C.S. Explanation is that IFE hash't been able to obtain the necessary statisties from the government so far.

American expenditures break down into at least two large items. Salaries are put at \$115,000 and the Italian Film Week in N. Y. last October cost IFE \$135,000. In addition IFE shelled out \$7,000 for entertainment and \$27,000 on advertising and publicity. Dubbing on a separate schedule, cost \$35,000 and \$16,000 is put down to unallocated expenses. Travel accounts for \$13,000.

Preliminary perusal of the report by company exces in N. Y. last week brought the comment that the amount of money spent was "surprising" but they were inclined to believe that there would be no to believe that there would be no serious questioning of the figures. For one, the companies have little hesitancy in stating they feel that the coin is lost for them anyway. For another, the comment was made that IFE's expenditures in relation to its income are primarily of interest to the Italian government which must provide the dollars.

IFE position is that it takes some Toronto, Nov. 17.

Larry Graburn, ad-pub-exploitation director for Odeon Theatres, resigned as of Friday (20), according to Odeon general manager David Griesdorf.

With Odeon for eight years foliowing his return from R.C.A.F. war-time service, Graburn as yet has not disclosed his future plans.

N.Y. Distribs Answer London Critic

Say British Producers Know, If Reg Whitley Does Not. That Product Can't Be Forced

American distribution executive with the handling of this handling in the U.S. market last nach pax in the U.S. market last fek shrugged off as "uninformed" d "ust plain silly" a comment London film critic Reg Whitley, briging that the industry was giv-british imports "a shoddy

whitey wrote in the London by Mirror that the American dustry was simpling top British dures into back street artuses. "Why can't it (the new stare "Genevieve") be given a libreak at big cinemas in the y cities of the United States?" asked. He added that the instry aims to keep competitors of the American market.

he asked. He added that the industry aims to keep competitors out of the American market.

"Whitley ought to go and have a talk with some British producers who know the U. S. market for British imports," one American distrib exec suggested. "He will find that British films have made tremendous progress here since the war, precisely because we have permitted them to find their own level. Films aren't like Scotch whiskey or woolens. They vary in quality and they appeal only to certain sections of the audience."

It's pointed out that British imports today enjoy a far wider andience acceptance than they did a few years ago and that, from the point of view of practical exhibition, they are much better off going in for extended runs at the arties than dying a quick death at big, theatres where audiences neither expect nor appreciate them. Severel exces said they'd like to remind Whitley that quite a few of the more popularly slanted British productions, such as "Ivory Hunters" for instance, got maximum bookings throughout the country and that a fair number of British films get on the circuits. "Great Expectations" Flop On the other hand, the example is cited of "Great Expectations" which was pushed with a big adcampaign, played Radio City Music Hall, and ended up as a flop. "British producers if not British critics know very well that they can't force these things," one exec observed.

As for Whitley's charge that the industry was trying to keep im-

can't force these things," one exec observed.

As for Whitley's charge that the industry was trying to keep imports out, the reaction was that this merely proved how little he knows about conditions here. "An exhibitor will play anything if he thinks it'll make money for him," one distrib spokesman emphasized.

Asked whether "Genevieve," the J. Arthur Rank film on which Whitley pegged his charge, was the tyre of picture that was likely to get circuit attention, a Universal exec said he couldn't be sure. U's last hig British release, "The Cruel Sea." is doing well and is beginning to play around the circuits. The Alec Guinness films, on the cific hand, have proven far bigger attractions for the arties than for the big houses.

'Kate' in 3-D for Minn.

Minneapolis, Nov. 17.

Influenced by the test engagements' reports that "Kiss Me ofte" has been doing from 40 to 1/2 more business in 3-D than as flat picture, the Paramount ciriliber will use the depthic proceed in the will use the depthic proceed throughout its chain.

As a 3-D offering, it's scheduled open at the local State and St. and Riviera day-and-date Thankstong day. They're the only two attainment circuit downtown win Cities' houses equipped for 10.

In both cities the Metro musical have for opposition 20th-Fox's cound CinemaScope release, How to Marry a Millionaire."

Marilyn Maxwell Going Home

Chas. Skouras Travels

Chicago, Nov. 17

Charles Skouras, National The-atres prez, planed back to the West Coast after his release last week from Michael Reese Hospital here He had been recovering from ; heart attack suffered two weeks ago at the outset of Theatre Own-ers of American convention.

Skouras was visited at the hospital by Queen Frederika of Greece during her stop in the Windy City. He was to have been on the Hollywood welcoming committee for the touring royalty until the attack sidelined him.

Still Buying Stock

Charles P. Skouras, president of National Theatres, is continuing as an active purchaser of NT's out-standing stock.

• The circuit corporation's chief exec has bought a new block of 2,700 shares, bringing his holdings to 45,010 shares.

Al Corwin Recommending Service of Facts, Figures For European Journalists

Sentiment against the U. S. film industry abroad has been "exaggerated" but there is nevertheless a definite need for the setting up of some kind of centralized info program about Hollywood.

gram about Hollywood.

These are some of the impressions brought back by Alfred E. Corwin, member of the Motion Picture Export Assn.'s N. Y. public relations staff, who returned to N. Y. last week following a five-week survey trip to Europe, Basic idea of an Information program already has MPEA broad approval. Corwin expects to submit to MPEA prexy Eric Johnston a series of recommendations on how such a project might work out and what type of personnel would be required.

J. Corwin visited Germany, France,

Corwin visited Germany, France, tential MPEA public relations r in the various capitals other th In the various capitals other than London where such a man is already attached to the local MPEA office. Corwin said he wasn't sure whether native or American personnel would be employed, but added that he personally favored Americans.

"The press abroad very definite-ly needs a centralized source where it can get factual information about the American film industry," Cor-win stated. "Frequently the press boys in foreign countries approach the MPEA offices for help on stories dealing with Hollywood and our representatives are unable to give it."

give it."

The Big Void

He said that, if Johnston gave the project the green light, it was likely that he would set up, in N. Y. a special office that would disseminate information to the MPEA pr. reps abroad who would thus be able to both plant stories and provide assistance for writers working on yarns about Hollywood. Corwin indicated that, in observing Europe, he had found far less

Corwin indicated that, in observing Europe, he had found far less propaganda against U. S. pix than he had expected. "It pops up here and there, but it isn't really serious," he declared. "The big void comes in plain facts and fleures about the aims and activities of the American industry."

'Lucy' Will Wait Until 'Trailer' Cleans Up

Hollywood, Nov. 17.

Desl Arnaz and Lucille Ball will not release their theatrical film version of "I Love Lucy" until their Metro co-starrer, "The Long, Long Trailer" has washed rup its bookings overseas. The "Lucy" film, consisting of three vidpix connected by bridges was designed Marilyn Maxwell Going Home
Fort Wayne, Nov. 17.

Marilyn Maxwell, film star, will
return to her home town of Fort
Wayne on Nov. 22, to appear in the
Bob Hope Show at the Allen Countyn Memorial Coliseum, marking her
first appearance there since she
became a personage. Ray Anthony's
band, the Four Step Brothers and
Los Gatos fill out the bill.
Last February the Bob Hope

Theodore Pratt

has written a humorous piece

Shakespeare for a Prat-Fall

of the many byline pieces

48th Anniversary cumber

VARIETY

D.H. Isacson Says Master Lacked Grasp

Point that Sargov & Stein are primarily a copyright protection incomment and therefore hold no confidential information about the major companies is made in a brieffield lat week with Federal Judge Matthew T. Abruzzo of the U. S. Eastern District Court by attorney David II, Isacson,

Brief, running over 77 pages, details Isacson's objections to a report to the Court by special master Dr. Harold F. McNiece which was issued last Angust. In it, McNiece recommended that Isacson be disqualified from representing anyone in antitrust and under-reporting actions against the majors.

also charged that Isac son solicited clients, including companies in one particular suit, and that he used his confidential information about the distribs to obtain cases.

Charges against Lacson stemmed Charges against Eacson stemmed from a 16m antitrust suit filed against the majors and other film companies by Fisher Studio. Inc. Distribs are attempting to dis-quality bacson from the case since they charge he had inside informa-tion on them dating to his employ-ment with Sargoy & Stein.

Judge Abruzzo, on receiving both Isacson's brief opposing the special master's report and the distributefendants brief supporting their motion to confirm McNiece's report, said it would be a month or two before a decision would be handed down.

Chides Master

Chides Master

Isacson argued that, not only
was there no evidence of solicitation, but disqualification on this
ground would be too harsh, "Having erroneously allowed himself to
be overwhelmed by solicitation
material, the master had insufficient time, energy and inclination
to do a systematic logical job of
arranging the evidence on the four
hasic sub-noints," the brief hasie sub-points," charged, the brief

Isaeson said his function at Sargoy & Stein was limited and that he didn't handle antitrust matters. McNiece "made no distinematters McNicce "made no distinction between skill and confidential information." the brief charged adding that anyone was entitled to use the skills acquired while working for someone else. Lawfirm of Multer, Nota & Seymour prepared and submitted the brief for Lacson who is a partner in the legal firm of Malkan & Isacson.

'Miracle' Hearing Delay In Chicago Police Test

Chicago, Nov. 17, ing briefs on 'The

Chicago, Nov. 17.

Date for filing briefs on "The Miracle" by both city and American Civil Liberties Union attorneys once again has been delayed by the State Supreme Court, this time until Nov. 24. City officials had appealed the case to the Supreme. Court after Judge Harry Esher of Chicago Federal District Court held with the ACLU stand that the Italian picture be permitted to play here, after it had been nixed by Police Censor Board.

Case conceivably could break

up police censorship in Chicago if "Miracle" is granted a run, following ACLU: argument that pictures rot be judged in advance of bookings and that they be condemned only on the grounds of pornography.

Why Was Nevada Service Taken? Why Do Lawyers Obscure Issue? **RKO Minority Action a Maze**

the Voice's global network.

Lethen is switching to the Voice from CBS where he was director of sa'es extension for the CBS radio network. Prior to joining CBS industry of the was for 16 years with Macfadden Publications, ending up as the outfit's advertising director.

Voice, now a part of the U.S. Information. Agency. currently broadcasts 75 programs dady in 34 languages. over 82 transmitters, half of which are overseas.

Top Court Turns Down Bigelow Damage Action

Washington, Nov. 17 yesterday 116 turned down a tredde damage sint appeal filed by Florence R. Bigelow, Marion B Koerber, John E. Bloom and William C. Bloom against RKO appears and Winston Theatre Corp. of and Wir Chicago.

High court action in effect upheld the 7th circuit court which threw out the suit for \$350 mm after Mrs. Bigelow and the others had won in the trial court.

The action claimed that Winston The action claimed that Winston, owner of the Grand Theatre in Chicago, was being given preferred treatment and was actually formerly owned by RKO. Winston contended that its affiliation with RKO had been completely severed under divorcement following the supremercoint action and that it was independently bidding for pictures.

COAST CLO GUARANTORS ASKED TO MEET LOSSES

Los Angeles, Nov. 17.

For the fourth time in its 16 year history, the Los Angeles Civic Light Opera Association has called Light Opera Association has called-ineon its guarantors to supply the full amount of their pledies to make up for the losses sustained in the season just ended. Letter gave no indication of the amount dropped, but it's understood that the Association went into the red a) proximately \$100,000. Exact figures for the season's eneration will be made public next month in the annual report CLO however, has made no secret of the fact that it lost around \$70,000 locally on the booking of "Come val in Flanders." Show was in on, a guarantee which covered it-operating expenses for each of the

a guarantee which covered itoperating expenses for each of the
feur weeks at the Philhamionic
And here plus an operating profit
of \$6.250 per week. Musical played
of \$6.250 per week. Musical played
of the S.F. Civic Light Opera for
another four week period on a
strailar deal, incurring a lost
there too.

there too Cuber the terms of the picdge signed by guarantors at the beginning of each season, CLO may call upon them for any amount—up to the full amount—to meet de-

to the Iull amount—to meet defects incurred in any single year of queration. The call can be made recardless of the fact that the agreement has a surplus.

Last call on the guarantors was in 1947 when they were aked to pony up 25% of their pledge. In 1939, 1944, and 1942 they were aked to provide the full amount of pledges.

Ed Lethen VOA Deputy

Edward F Lethen, Ir has been mained deputy director of the Voice of America, according to Leonard F Erikson, VOV director in his post, which is newly created lethen will take on administrative directs to assist in the rinning of the Voice's global network.

Lethen is switching to the Voice of the Switch and the Voice's global network. ney Bernard Reich, who has charged "collusion" between the defendants and the N. Y. counsel for the plaintils, Eli B. Castleman, Marcon V. Castleman and Leo Fenerman. The altorney, originally retained last year to file the Federal Court sint here on the beek of a similar action in N. Y. Sopreme Court, accommanied his reque t with a 20-wae adidavit setting torth the history of the complicated fingation which Federal Judec Ben Harrison has described as "a mess".

Court Turns Down gelow Damage Action
Against RKO, Winston

Westbuston of all concerned was of chirally filed Oct 16. It was regewed vesterday in the wake of Y. Supreme Court Justice Samuel Di Falco's order appointing a referree to probe a second stockholder suit, forongta be other plaintiffs, in the N. Y. court.

Unusual Juri-prudence

M issue in the case, which has created some ministral situations in jutisprudence, is the management of RKO by Hughes. Crux of the present battle here, however, is to determine jurishetton of the action which is on file in N, Y, and Las Vegas as well as here. Reich has challenged the filing of the action which this behalvence is No. has enduringed the falling of the ac-tion, without his knowledge, in Ne-yada, contending that the local court should investigate to deter-nine why the Las Vegas court was causen and why Hughes and the other defendants agreed to accept service in that state.

has been a motion, originally ap-proved and later vacated, dismisin over and later vacated, dismissing the entire action in the California Federal Court and a simultaneous tangle involving efforts by Loms Kipuss and Leo B. Mitteliusa, N. V. counsel for the planififs, to remove Reich from the

Compound Confusion

Probably no Higation in recent motion picture industry history has recated as much confusion. There have been a parade of motions and affidavits which much across the court record and obscure the basic issue, but there is yet no indication when the suit will actually come to trad. A trial date of Jam. 5 has been set in Nevada. One week earlier, Judge Hairron had schedued a hearing on the status of the boost case to degernance whether juri diction yould be retuined.

Reach's latest damand for a Probably no litigation in recent

local case to determine whether port diction would be retained. Reach's latest demand for a sweeping probe has been noticed or a hearing or low 20 at which time, conceivade, the course of the case could take author time. A study of the record acases of the case could take author time. A study of the record acases of the case could take authority of the action brought in Newsoft and has taised the resule of why Hughes moved to that state. The local atterney contends that no proof has been oftened that Hughes did not nove and later the firm of the case acting the local atterney contends that he who is a case of the case acting the local atterney contends that he which did not nove and later the firm of the case acting he has described as "a peet's a satisfation in which the defendant, RKO accepts service of the case in California. Another question which presumally the Special Macter would be a ked to determine is why the defendant corporation accepted Service in Newada which presumething accepted service in Newada which presumething accepted service in Newada which permitted as protection are case of the case in the defendant corporation accepted Service in Newada which permitted as protections. aduction accepted Service in Nevada, which does not have a security law under which plaintiffs, as protection for prospective defendants against actions brought incredy for the purpose of haracsment, are required to post-security guaranteeing costs in the event they lose the case.

Crawleys To French Alps
Ottawa, Nov. 12
F. R. Crawley, head of Crawley, films, Ltd., on junket to the and the NY connect for the plain-french Alps for a film on Alpine village Villar D'Arene, Crawley's director on this production is Jean head cameraman and Judith Craw-ares from the imposition of deley (Mrs. F. R. 1 as writer, Will add, fendants' will on plaintiffs' New Igenicians in France, (Continued on page 22)

OUT OF EVERY GREAT CONFLICT HAVE COME GREAT BOXOFFICE ATTRACTIONS...

All Quiet On The Western Front
The Big Parade
Wake Island

AND NOW

Paramount

presents

HAL WALLS' CEASE FIRE

Never A Story Like This ... You'll Live It With Them!

In new POLAROID 3-DIMENSION Thrilling realism in sight and sound!

Hal Wallis' "CEASE FIRE" in 3-Dimension • Directed by Owen Crump • Screenplay by Walter Doniger • Story by Owen Crump • Produced and Photographed entirely on the Battlefields of Korea in cooperation with the Department of Defense



"BAD NEWS" Half jinx, half lucky



Former Commander-in-Chief, United Nations Command, Far East, sponsors the

World Premiere CRITERION THEATRE New York City Tuesday Evening, Nov. 24th



A distinguished cross-section of national leaders and opinion-makers will attend this first public showing of an outstanding dramatic picture . . . the unforgettable story of a handful of G. I.'s in the last hours before the shooting ended. All eyes will be on Broadway as Paramount launches importantly an attraction of importance to all theatres...

KIM — Speaks good Chinese — fights bad Chinese . . .

MAYES — Quick trigger, fast wisecracks

Flatties Still Sway

Brazil's First-Run B.O.

Brazil's First-Run B.O.

Rio de Janeiro, Nov. 10.

For the time 3-D in Brazil is merely an adaptation to U. S. product conditions. Whether 3-D or 2-D, pictures still reign in this country as the peoples' entertainment. Soccer, closest rival, is limited to one or two days a week. Video is still out of the reach for 99% of the populace, not only because of the cost of sets but also because there are only three Tv stations covering this vast country. As usual, Sao Paulo is ahead of this city, using 3-D equipment imported before the latest rulings on equipment. "It Came from Outer Space" (U) and "House of Wax" (WB) are doing socko business in Sao Paulo while Rio, has to be content for the moment with Metro's widescreen successfully launched recently at the Metro theatres with "Lili." Some patrons squawked because they expected widescreen to give the illusion of depth. Widescreen is now standard equipment for all features at Metro houses. RKO will shortly release Walt Disney's 3-D "Melody" at a newsreel house.

Mex Exhibs See Hope For Higher Admissions

As Grosses Take Dip

Mexico City, Nov. 10.

Mexico City, Nov. 10.

Progressive lowering of the total gross for cinemas here since the City Amusements Supervision department last December or dered a 46c top admission price is prompting hope in the trade that the old rate of 58c will be restored. Trac * sources reveal that the overall gross for film theatres during the first three quarters this year was \$523,000 below that of the comparable period of 1952 when the 58c price prevailed.

The trade points to comparative

The trade points to comparative grosses here of the champ box-office pix of 1952 and this year to support its contention that price is really no factor when the product is what patrons really want. Both

is what patrons really want. Both pix played five weeks at the swanky Cine Roble. Both star "Cantinflas" (Mario Moreno). The 1952 film, "Were I a Congressman," garnered \$145,000 at 58c top. This year's "Mr. Photographer" only took in \$116,000 at the 46c maximum.

pher only took in \$116,000 at the 46c maximum.

However, the film biz admits that there is a slight depression on here. Retail sales are lower than last fall.

Berlin, Nov. 10.

So far 186 Soviet feature films have been preemed in the Russian Zone of Germany since the war's end. According to Eastern dailies, "The Circus" has won the most public appeal, drawing 8,000,000 customers.

This month has been picked as "Month of German-Sovietic Friendship" by East Zone authorities. All cinemas in East Germany have been "urged" to exhibit only Russian pix for at least two weeks.

British Censors Still Alert

Policy of British Board of Film Censors, particularly towards suitable pix for juveniles and to the exploitation of sadism and brutal-

exploitation of sadism and brutality on the screen, was elaborated on by Arthur T. L. Watkins, the secretary, in a letter read to a conference on films and those under-16 organized here by the Authors' World Peace Appeal.

London, Nov. 10.

East German Screens

Berlin, Nov. 10.

186 Russo Films Glut

See Nearly All Theatres Closing If Mexico Passes 16% Tax Boost

If the proposed 10% tax boost is Leo Fuld to Produce enacted, practically all cinemas here must shutter, because the impost like would raise cinemas' tal levies to over 26%, a prohibital levies to over 20%, a profitolitive nick in face of Increasing operating costs, reduced biz and dwindling profits. That is what exhibitor reps. told Finance Minister Antonio Carillo Flores, Tax boost is skedded for Jan. 1.

Antonio Carillo Flores. Tax boost is skedded for Jan. 1.

Exhibitors oppose a plan to pass the impending tax on to patrons in the form of a separate ticket, instead of being included in the admitsion nick is impossible, the exhibitors say, because the city musements supervision department refuses to allow them to charge more than 46c, for any pic no matter what reason. The separate nick would cause boxoffice and patrons much trouble, the exhibs say. They think that they would have to pay the 10% slice of the gross out of their own pockets.

Complaining that the cinema biz here, on the whole, is currently more than 20% below the take this time last year, exhibitors attribute the drop to fewer patrons, the general depression and to the 46c, ceiling price. They admit that some cinemas are doing well, but stress that these houses are in the minority and that their trade is up because of such exceptionally strong pix as "Quo Vadis" (M.-G), "Peter Pan" (RKO) and "Stalag 17" (Par).

Local exhibitors paid \$2,325,000 in taxes last year. They ayer the

Stalia 17: (Par.)

Local exhibitors paid \$2,325,000 in taxes last year. They aver the looming tax boost would hit the entire trade hard, as well as themselves, because cinemas are the spark of the whole industry. They further criticize the impending levy titl because they say it is not equitable, that it is a blanket boost applying to all cinemas, instead of being figured on a cinema by cinema basis, and doesn't take into account differences in gross and costs of each house.

Col. Names Nick Pery **European Sales Chief**

London, Nov. 17.

Joseph A. McConville, Columbia Joseph A. McConville, Columbia at week for the charity preem of "Here to Eternity," has announced several major shifts in the company's personnel setup. Under these, Lacy W. Kastner, veepee and managing director for the Continent and Middle East, with head-quarters in Paris, will transfer to N. Y. carly in 1954 as assistant to McConville in handling foreign distribution.

Succeeding Kastner will be Nick Succeeding Kastner will be size Pery, who temporarily has been serving as sales manager for the Continent and Middle East, Morris Goodman, who has been supervis-ing certain European territories, will take over as Pery's assistant.

will take over as Perys assistant.
Among other changes announced
by McConville are the transfer of
Emilio Lopez Perez from managing
director in Argentina to a similar
position in Spain. Edmund Goldman, Columbia chief in Japan, will
take over in Buenos Aires.

British Scribe Blasts Breen for 'Anne' Cuts

London, Nov. 17. The decision of the Motion Pic-London, Nov. 17.

The decision of the Motion Picture Assn. of America to demandeuts in the Herbert Wilcox-Republe production of "Laushing Anne" has led to a new anti-Hollywood outburst by Reynolds News columnist John Harvey. He cites the fact that the MPAA production code office found no fault with "House of Wax" "WB), which some critics labeled revolting and shocking, nor is he likely to fault "I, the Jury" (UA).

Suggesting that there is nothing broadminded about Joseph J. Breen, head of the code office, the columnist suggests that possibly he objects to British films being shown in the U. S. on principal.

"The most simple way to find out he says," might be to han Hollywood horror films in Britain until Breen is less censorious towards our pictures,"

U.S. Musical in London

U.S. Musical in London
Glasgow, Nov. 10.
Leo Fuld, multilingual U. S.
singer, and Derek Röy, English
comedlan, rèvealed here that they
will produce a new American musical in London early next year. It
is tilled, "Fun for Your Money."
Fuld wrote, directed and appeared
in it in America early this year.
Singer and comedian, who have
often appeared on the same vaude
bill, intend to team up. They feel
there is room for a new comedysingling team in the British theatre.
They will produce the show themselves, using their own coin. Negotiations are in progress to obtain a West End theatre in London. Fuld and Roy are sharing top
honors in a revue, "Let's llave a
Party," currently at the Empire
here.

U.S. Distribs Hopeful Apold's Return to Arg. May Help Their Plight Montevideo, Nov. 10.

Montevideo, Nov. 10.
Argentina's press secretary, Don Raul Apold, arrived in his country from a U. S. trip two days ago, traveling on an Amerian liner (Argentine officials are expected to patronize their country's merchant fleet), and was wafted right from the clocks to Government House for the docks to Government House for a talk with President Peron. Since then he has been too busy for talks with show biz folks, but the American film distributors in Argentine are now sitting tight as they wait for indications that the fetting of this Entertainment Czar all over the U. S., will give some concrete results. They are hopeful not only of securing import and release licenses, but also the thawing of distributor coin, long frozen in Argentine.

Argentine.

The whole tone of the Argentine press towards the U. S. has altered so radically from vinegar to honey over the last couple of months, that great hopes are held among businessmen in all fields. There are even reports in the River Plate countries that President Peron himself will be visiting Washington becountries that President Peron him-self will be visiting Washington be-fore long, and that Apold's visit was not uncontested with prepar-ing a public relations service to create a "sympathetic atmosphere" for the jaunt, on which \$5,000,000 of the Argentine taxpayers' coin will be spent.

will be spent.

It is also generally believed that the ban will be lifted on importation into Argentine of American magazines, many of which have been on a black list for several years. An indication that this is probable is the fact that subscribers to the air edition of one N. Y. daily have been receiving the paper without interruption for about 15 days. Formerly every time it contained some item on local events, the editions were suppressed.

Ian Hunter to Holt Group

lan Hunter to Holt Group
Edinburgh, Nov. 10.

Ian Hunter, artistic director of
the Edinburgh International Festival, has joined the board of
Harold Holt, Ltd., London impresarios and concert management
group, as managing director. Edinburgh Festival Society will retain
his services for two years more.
Harold Holt, head of this concert group, died Sept. 3 after
more than 30 years as a concert
impresario. Ian Hunter, associated with the Edinburgh Festival since it teed off in 1946, became artistic director in 1951 in
succession to Rudolpf Bing.

Buchanan's Date

Jack Buchanan has been inked for a New Year cabaret date at the Cafe de Paris. He had been signed for a similar engagement more than a year ago, but cancel-led out a few weeks ahead of open-

ing.
in its coming season, the Cafe is In its coming season, the cate is breaking new ground with its attractions. Fred Emney, a noted musical comedy star, preems there Nov. 3 when he will be assisted by Eve Lister, Vic Oliver has also been signed for a Cafe season,

Chairman of Greater Union Theatres

Norman B. Rydge gives the Down-Under perspective on the picture business

Unlimited Scope for Pix: Aussie to Gain Via New Techniques

one of the many editorial features in the upcoming

48th Anniversary Number

VARIETY

No Brit. Distrib **Quota Till 1954**

London, Nov. 10.

If the British government should decide in favor of restoration of distributors' quota, it would have to wait at least until the end of next year to submit a proposal to the contracting parties of the Genral Agreement on Tariffs and Trade. This was stated by the Board of Trade to the Chematograph Exhibitors Association in response to a request for action along these lines.

these lines.

In its letter to the CEA, the BOT points out it would have to be persuaded, before placing the question on the agenda, that reintrodution of distrib's quota was a policy which should be pursued. As a first course of action, BOT suggests that the CEA should submit a memorandum to the government which would provide the basis of consultations with other trade associations.

The matter was originally raised The matter was originally raised by the CEA when it became known that a meeting of GATT representatives was being held in Geneva. The association reminded the BOT that it had opposed the GATT convention right from its inception.

Mex Judge Bans Comic **Books Rapping Asiatics**

Mexico City, Nov. 10. U. S. comics which "speak disrespectfully of the Asiatic peoples" are banned from sale in Mexico by the temporary injunction Federal Judge Ignacio Burgoa here has granted the Mexican magazine cengranted the Mexican magazine censoring committee. Editora Sal, Mexico City, Importer-distributor of the books, which for Mexican consumption are done in Spanish, had asked for an injunction against enactment of the committee's disapproval of the comic books, which resulted in the judge upholding the censoring group.

the censoring group.

Judge Burgoa ruled that these comies contribute to racial discrimination, which is unconstitutional in Mexico. The jurist, who recently granted pix exhibitors a permanent injunction against the 50% playing-time for Mexican films clause in the new cinematographic law, upheld the committee. He branded the comies unfit for sale in Mexico because they call the Chinese and Japanese "filthy swine," "pigs" and "dirty dogs."

Lenauer Winds TV Series

Paris, Nov. 10.

Jean Lenauer is winding up three pilot films bere for a TV "Inspector Malgret" series for American distribution. Films are being produced by Pathe. No sponsors are set. Based on George Simen-on's Maigret stories, scripted by Ed Wegman, this uses Maurice Manson and Peter Walker.

Lenauer feels that three pix will be finished by December when he heads back to N. Y. with them. Duncan McGregor is producing the

be finished by December when he heads back to N. Y. with them. Duncan McGregor is producing the series.

World Peace Appeal.

Watkins reaffirmed that the BFC holds the strongest views on the undesirability of pix exploiting either sadism or brutality and recalled that on two separate occasions, warnings has been issued to producers, both in Hollywood and mount tour in conjunction with screenings of her Paramount pic, "The Stars Are Singing."

The Stars Are Singing."

Pic is slated for release here during the New Year's season.

Canadian Gov't Takes Over Shows For Overseas Troop Entertainment

Montreal. Nov. 17.

Inaugurating a new series of troop shows for the boys stationed in Tokyo and Korea, the Canadian Department of National Defence flew the first group from Vancouver last Sunday (15). If present pians materialize, additional entertainers will be sent out in five to six week intervals with each combo spending at least three weeks in the Far East.

Linii these shows worse planned.

weeks in the Far East.

Until these shows were planned,
Canadian Navy, Army and Air
Force personnel had seen only two
all-Canadian troupes and both
these were sponsored by commercial companies. Reaction to this
Canadian talent whether they
played to Canucks, U. S. or Commonwealth soldiers was immediate
and encouraging. Letters from the
GIs asked for more but stressed
the fact they would like their
shows without the sponsor angle.
With the Canadian Government

shows without the sponsor angle. With the Canadian Government taking over the new setup, the question of money is proving something of a stumbling block with regard to getting the best talent available. For obvious political reasons, the government can't go on a spending spree and lavish the folding stuff on all performers. Because of the expense getting the artists to Korea, keeping them there, insurance, clothing and getting them back is so high little more than minimums are being offered.

The New Franco Agency, which

fered.

The New Franco Agency, which is handling all details for the government re French-Canadian performers, is having little trouble getting Gallic talent but English entertainers, for the most part, are giving the proposition the "sosorry" treatment. At this particular time of the year when their short season is at peak they have an excuse, but excess in charge hope they will loosen up later for part of this ten-unit program. Montreal comedian Bob Goodier and singer Muriel Millard will headup the first group of six to go overseas.

MANKIEWICZ IN ITALY FOR START OF UA PIC

Rome, Nov. 10.

Rome, Nov. 10.

Writer-director Joseph Mankiewicz planed in from London to start work on prelims for his pic, "The Barefoot Contessa." "Contessa" comes under the banner of the newly-formed company, Figaro, Inc.; it will get United Artists release. Humphrey Bogart and Edmond O'Brien have been signed for the male leads, but the director has not found a femme star yet. Some Hollywood names have been mentioned for the role including Ave Gardner, Mankiewicz has been interviewing several locals for the part.

Story, an original by the director, concerns a Hollywood director who discovers a beauty in a Madrid cabaret, and guides her to fame and fortune via a career.

Jap Planning 4-Nation Omnibus Jealousy Pic

Umnibus Jealousy Pic
Tokyo, Nov. 3.

Nagimasu Kawakita, producer of
the Joseph von Sternberg-directed
"Saga of Anatahan," has disclosed
plans for a four-nation "omnibus"
film to be made on the theme of
jealousy. Project, reported to have
the backing of Britain's Sir Alexander Korda and French film
makers, would be a 12-reeler, with
each of the four countries allotted
three reels each. In addition to
Japan, England and France, a
Latin American country would be
asked to participate, probably
Mexico.
Participating nations would use

Participating nations would use their own directors, cast and epi-sode, sticking to the main theme within their own people.

French Film Prod. in Sharp Upbeat, Aided by Ace Directors, Co-Op Pix

Paris, Nov. 10.

The French film scene looks ourishing with production going cell steam. Tendency lately has een to get the best French directions, many of whom have been nie for years due to the extreme ork on films again. Coproduction neath has also honsted nie holds. with has also boosted pie budg-many of top-ranking films be-in this category.

m this category.

After a three-year absence, Marcel orne is back with his adaption of memile Zola novel, "There-Raquin," Pic won a grand ite at the Venice Film Festival, ad opens here soon. Carne will a another film here early next as "L'air De Paris," with Jean abin and Arletty. Then in late 54, he will make a Franco-Italo c. T.a. Reine Margot"; based on novel by Alexandre Dumas. It like a tinter.

fill be a tinter.

Jean Gremillon has just wound
is first pic in three years.

L'Amour D'Une Femme," a
rance-trato pic with Micheline
resde and Massimo Gerroti.

Lorges Roquier, who made "Farabour." in 1947, is making his inialt film since then, the Francoispano pic, "Blood And Sun."
ith Daniel Gelin and Zsa Zsa
abor.

Cahor:

Jacques Becker is finishing up
'pon't Touch The Dough," a gangster milieu film with Jean Gabin
as a gangster in spite of himself,
Becker then tackles a 'Scope version of "Ali Baba And 40 Thieves,"
with Fernandel and Leslie Caron.
Andre Cayatte has just finished
arother social polemic, "Apres Le
Deluge," and will-soon start "For
Better or Worse." Yves Allegret,
after an idle span, has finished
the Franco-Mexican, "The Proud
Ones," with Gerard Philipe and
Michele Morgan. He has started
on "Mile. Nitouche" with Fernandel; and Pier Angell, His brothet. n "Mile. Nitouche" with Fernan-ei and Pier Angell. His brother, lare, has just finished "Julietta" and goes to Italy to take over eins on the Hedy Lamarr pic, Femina."

Clouzot's Next in 'Scope

Clouzot's Next in 'Scope II G. Clouzot, responsible for the high grossing "Wages of Fear," will do his next film, "Don't Stop-Listening," in CinmeScope. Jean Belannoy has turned his hand to comedy in "La Route Napoleon," with Pierre Fresnay. A flock of returnees from Hollywood are also important on the directorial scene here. Max Ophuls has his 'Madame De.," with Daniele Darteux, Charles Boyer and Vittorio De Sica, His next film will be done in England-for Alexander Korda. Julien Duvivier has the two successful Fernandel starrers of the "Don Camillo" series under his "Don Camillo" series under his belt, and now starts "L'Affaire Maurizius," with Gerard Philipe. Anatole Litvak came back to do the Kirk Douglas starrer, "Act of Lave," on which he is now winding to the French dubbing Also a re-

the Kirk Douglas starrer, "Act of Lave," on which he is now winding up the French dubbing. Also a returnee is Robert Siodmak, workirt on a big Franco-Italo spectater, "The Big Game." Gina Loll-brigida and Arletty are starred in this remake of a Jacques Feyer film of 1935. This is Siodmak's fest here is Leonid Moguy who has finished shooting his "Les Enfents De L'Amour.
Large scale spec and color pix are also an important part of the production with large screen now an important consideration. Christian-Jaque's "Lucrece Borgia," a lush toolor opus, is racking up huge Frosses here as is another tinter. The Three Musketeers."

Ignores 'H'wood Rubbish' Blast in Quota Debate

London, Nov. 17. Ignoring a suggestion that British could save dollars by doing ithout "some of the Hollywood oil bish coming into this county" leter Thorneycroft, Board of Trade presy, told the House of Commons last week that the 1952 Angles American monetary nact. nglo-American monetary pact presented a reduction of \$5,000,-"O compared with "what obtained The FOT topper reminded the House that the government."
The FOT topper reminded the House that the government took its first available opportunity in 1652 to review the terms of the agreement negotiated by the Laten government.

Keith Prowse Director Gets Arts Theatre Club

A deal was closed here over the last weekend for the takeover of the Arts Theatre Club by Campbell Williams, managing director of Keith Prowse, the major West End ticket brokers. KP, however is not associated with the deal.

A fortnight ago it had been anyounced that negatiations were be-

A forthight ago it had been an-nounced that negotiations were be-ing concluded for the Arts to be taken over by a syndicate headed by Hugh Hunt and Patrick Ide. Their offer, it is understood, was raised at the last moment by Camp-bell Williams.

Mex to Modify Pix Censorship

Mexico City, Nov. 10.

Depuritanizing film censorship rules seem to be definitely in the offing as a result of the talk top producers had with Alfonso Cortina, new chairman of the National Cinematographic Board. He indicated agreement with the producers' argument that rigid censoring harms the picture biz more than helping it, and reiterated his assertion that he's eager to go all out to cooperate with the biz.

Cortina sided, too, with the producers' suggestion that to prevent censorship degenerating into one

Cortina sided, too, with the producers' suggestion that to prevent censorship degenerating into one person's personal opinion, which they claim is often far from broad and liberal, pix suitability should be determined by a counci? composed of the NCB chief, a producer, a distributor, an exhibitor and a rep of the Mexican League of Decency.

Producers urged that the council include a director, arguing that one who is so intimately concerned from many angles with making a film would be valuable in deciding a film's fitness. Cortina indicated that all films, Mexican or foreign, would be strictly considered on their cinematographic merits.

BRITISH FILM FETE IN MOSCOW MULLED

London, Nov. 10,
Gala Film Distributors, which
has a concession on the distrib of
Russian pix in Britain, is going
ahead with a Soviet gala night at
the Continentale Cinema next month. It is arranging a special evening's showing of extracts from major Moscow-made films. Possibilities of a British film fes-

Possibilities of a British film fes-tival in Russia loom, hypoed by visit of leading Moscow celebrities for "friendship month," Soviet delegation currently touring Brit-ain includes Alexandrov, one of Moscow's leading film makers who Moscow's leading film makers who was formerly an assistant to Eisenstein. His pic, "Glinka," is currently playing the West End. An Eisenstein film, based on footage shot in Mexico back in 1930, banned by British censors, has been licensed by the London County Council under the tag, "Time in the Sun."

German Films Expand Distrib in World Mkt.

Berlin, Nov. 10.
Although statistics have not been revealed so far, the foreign interest in German films has increased sharply in recent months. Holland, for instance, bought 12 domestic feature films in one deal a few days

feature films in one deal a few days ago.

The German-Italian coproduction, "We're Dancing on Rainbow" (Allfram-Rizzoll-Gallene), released here by Allianz, has been soid to 23 different countries so far. Another Allianz pic, "The Big Tattoo," was sold to England. Other local distribs also have set deals. Several outfits have their own filmexport office:

To publicize German pix. 60
Dutch exhibs were invited to a three-day stay in Munich, where they attended trade shows and visited film studios. Transocean, a German outfit, and Filmex, a Dutch idistrib, set up the junket.

This film is nothing but ordinary American sadism."

No other daily was so brutal in trying to kill the film, some crix describing the film as very good. But most of them rated it ordinary.

Sydney, Nov. 10. "Peter Pan" (RKO) bows Down "Peter Pan" (RKO) boxs Down Under in 19 key theatres Xmas week according to RKO managing director Doug Lotherington. He claims this is the widest blanket coverage ever given a film here. Hoyts chain figures prominently in the release deals, which cover all state capitals plus key provincial cities of Newcastle and Launceston.

59 High-Gross Films in Paris **During 1952-53**

Paris, Nov. 17.

There were 59 films which grossed over \$60,000 in Paris during the 1952-53 season with the totals ranging from \$513,000 down to \$61,000. In the provinces, 32 films passed the \$30,000 mark, receipts ranging from \$99,000 to \$32,000. In general the take is above last year's and film attendance also is up.

Toppers here were the H. G. Clouzot prizewinner, "Wages of Fear," which raked in \$513,000 and Charles Chaplin's "Limelight" (UA), with \$486,000. Rounding out the big three is the "Don Camillo" sequel, with a boff \$456,000. Next two biggies were "Greatest Show On Earth" (Pari with \$393,000 and the Franco-Italo Belles De Nuit," \$348,000.

Next in order were 15 films ranging in take from \$252,000 to \$150,000. In order of receipts were the U. S. pix "Ivanhoe" ("M-G, "American In Paris" (M-G), "Quiet Man" (Rep., "Ilouse of Wax" (WB) and "A Queen Is Crowned" (U). French grossers were "The Minute of Truth," "Les Vacances De Monsieur Hulot," "Adorable Creatures," "Forbidden Fruit," "Violettes Imperiales," "Manon Des Sources," "Un Caprice De Caroline Cherie," "Le Boulanger De Valorgue," "Respectful Prostitute" and "She And I."

In the \$141,000 to \$96,000 category are 14 films with the Yank

I."

In the \$141,000 to \$96,000 category are 14 films with the Vank leaders "Scaramouche" (M-GP, "Detective Story" (Par', "Snows of Kilimanjaro" (20th, "Distant Drums" (WB), "High Noon," (UA), and seven Gallie films, one Italo pic and a Swedish production.

The 25 films which brought in \$90,000 to \$60,000 included "Sound Barrier" (UA), "Five Fingers" (20th, "Affair In Trinidad" (Col), "Where No Vultures Fly" (U), "Diplomatic Courier" (20th) and "Viva Zapata" (20th-Fox).

Provinces gave the biggest coin to "Don Camillo," "Manon," "Wages of Fear" and "Ivanhoe," with "Limelight," "Greatest Show," "Kilimanjaro," "Queen" and "Distant Drums" also high in ratings.

Swedish Crix Still Rap U.S. Pix in Stockholm

an films exhibited here is being reflected by the critics in their comments on Yank product. Despite this, there still are some dailies which try to give an impar-tial view of U. S. screen fare. Other papers seem to be doing their best to condemi every film made in Hollywood. Perhaps, the sharpest recent blast was by the reviewer for Staffan Tjerneld in commenting on "Quo Vadis" (M-G) at the Pal-

ladium.

Just how far overboard the criticism goes is shown by the comment: "Metro's version of 'Quo' Vadis' takes place in Rome in 64 A. D., but shows more of the U.S., 1959. The conquering legions returning in triumph is nothing but a big military parade on New York's Fifth Avenue... Robert Taylor's Marcus is copied from thousands of westerns, and his beloved Lygia is the always present farmer's daughter of the films... This film is nothing but ordinary American sadism."

No other daily was so brutal in

'Pan' Xmas Preem in Aussie Jap Indie Prods. Ignore Row Over Anti-Yank Pix; Will Do Six More

Shakespeare Theatre Co.

To Tour U.S. Next Year

atre Co. from Stratfordon-Avon, which is scheduled to do a 26-week tour of America and Canada next fall, is here for a six-week season of "Antony and Cleopatra." It is being presented at the Princes under the Jack Hylton management. Major roles are played by Peggy Ashcroft and Michael Rederative. Production is halled as a classic interpretation of the Shakespeare drama.

The company has not yet decided

The company has not yet decided the repertory for its North Ameri-can tour, but it is expected to comprise about three to four plays, including one or two from next season's productions plu, a revival.

U.S.-British Hits

Jam Paris Legits

Independent studios, not slowed up a bit by the furor arising from Toho Studio's "anti-American" film, "Red Line Base," have scheduled six new productions "depicting facts surrounding the U. S. military bases in Japan." Toho's film, the first of the anti-tus of the second of the second of the second of the land of the second of the land of the second of the planned that the film will be shown soon. Every producer of the planned that films asserts his pic is not anti-anything, but "a film which merely depicts the truth can not be anti-American." A look at the scenarios, however, shows clearly that the finished product will not inspire respect in the audience for the U. S. serviceman.

"Nara," to be made by Shinip Productions, uses the nuch publicized rest and recuperation center for UN forces, located near the ancient shrine city of Nara, as its background. The heroines are the daughters of a cabaret owner and a farmer. One of them, 17, is raped by an American soldier and drowns herself. The funeral party marches through a country road lined with gandy souvenir shops and cabarets to the tune of noisy jazz. The other girl, after spending travel expenses given her by and cabarets to the tune of noisy jazz. The other girl, after spending travel expenses given her by the pravel, swinds up as mistress to a soldler. Pic is skedded for release before the end of the year. "Children at a Military Base," to be released Nov. 10, is a three-reel semi-documentary made by Tokyo Kino Productions. It was shot mostly by Kan Inone, vet newsreel cameraman who produced "Mixed Bood Children" earlied this year. There is no plot, but the shot was suggested by compositions written by schoolchildren near U. S. bases. Many of the shot were made with telescopic lens and show activities of U. S. soldiers.

This Is Ethics?

This Is Ethics?

Paris, Nov. 10.

Wholesale invasion of Peris legit theatres by scripts of U. S. or British origin is causing some off-record squawking by Gallie anthors who feel that foreign works are being given preference over available native plays. There is no complaint, however, from local dramatists who have been devoting their time to making adaptations, and are now cashing in.

Two Paris legit offerings. 10 straight and one musical, are transstations of London or N. Y. hits and all are doing profitable biz. These are "Dial M for Murder." adapted by Roger Feral, France's No. one TV producer; "To Dorothy a Son," adapted by Jean Marsan, Vanbrugh's restoration concedy, "Relapse," adapted by Jean Marsan, Vanbrugh's restoration concedy, "Relapse," adapted by Jean Marsan, Under Elms," adapted by Jean Anouilh and Paule de Beaumont; "Deep, Blue Sea," adapted by Constance Coline; "Seven Year Itch," adapted by Jacques Deval; "Fourposter," adapted by Constance Coline; "Seven Year Itch," adapted by Adree Mery, "Rope," adapted by Adree Mery, "Rope," adapted by Galptel Arout, and turn-of-century operetta, "Belle of New York," adapted from Gastave Kerker-Hugh Morton original by Henri Varne, Marc Cab and Rene Richard.

In addition, four other English-speaking plays are scheduled for adaptation and Paris production this season, "Love of Four Room," Varue plans for still This Is Ethics?

The Motion Picture Code of Ethics Committee approved the inttal script. However, when the finished film was shown to the committee it found four reasons for objecting to lis release. These were that the film provokes the ill-feeling of foreigners, prostitutes are treated in a favorable light, too much exposure of the himan body and the question of whether or not Americans who appear in the telescoped shots would consent to their having been photographed in this manner. After much argument about the selection of some 20 scenes, the producers finally agreed to a preface which says. "The American soldiers who appear in this find do not represent all American soldiers." This satisfied the Ethics Committee which gave it a seal of approval.

Shinriken's "Military Base War Bride," to be directed by Hideo Sekigawa, who directed "Mixed Blood Children," is about the unhappy marriage between a Japanese girl living near the disputed firing range used by Americans. The pic relies for drama on the fierce apit-American demonstrations which have occurred near the range.

Shinsel Eiga's "Military Base No.

Shinsei Eiga's "Military Base No Shinsei Eiga's "Military Base No-fol's shows how a former Japanese army proving ground on Manui-peninsula did not become an American hase after opposition by local farmers. Producer Zember Saga says the film will be enture's fectional but is based on actual events. It will be directed by Satsuo Yamamoto, who lensed the Japanese "Elernity," called "Vacin-im Area," a realistic anti-militarist expose of conditions. In the former Japanese Army.

AUSSIE PREEM DEC. 9

Sydney, Nov. 17.

Hoyts 20th Fox will debut UnemaScope at the 2.300 seater Revienhere Dec. 9 when "The Robe"
preems. It will be given a terrific
preedebut selling campaign by Bob
Dexter, publicist and trade newspaperman, under the direction of
Cliff Holt, Hoyts' ad-publicity
chief.

20th For cond-20th Fox and Hoyts will give

adaptation and Paris production this season, "Love of Four Coloneis," "Summer and Smoke," "Moon is Blue" and 'Living Room." Vague plans for still others may materialize.

Two current Paris shows. "Dazzling Hour" and "Goat Island," are adapts from Italian while Andre Roussin's "Helene on the Joy of Living" is a play version of the American novel, "Private Life of Helen of Troy."

CINEMASCOPED 'ROBE'

chief.

20th-Fox and Hoyts will give a special CinemaScope demonstration here Nov. 18 for press, exhibitors and industry toppers. Anticipated that CinemaScope will be operating in Hoyts' keyers in Melbourne, Adelaide, Brisbane and Perth by early next year, with key suburban houses being geared as fast as equipment becomes available on the edict from Ernest Turnbull, loop's managing director.

Down Under exhibitors generally agree that CinemaScope will increase interest in the fibut biz in the year ahead. But liow many theatres go for and how many can afford it is something else again.

3 U.S. District Chiefs On Aussie Looksees

Arthur Loew, Loew's Intern-tional prexy, planes in here Dec. for a looksee of the company's Au for a looksee of the company S are setup, covering distribution and theatre operation. It is his third Down Under trip. Loew, a tennis devotee, will also take in the Davis Cup challenge matches in this zone, Murray Silverstone, 20th-Fox for-airn topper is also due for another

eign topper, is also due for another Aussie trip next month, with Rich-ard Altschuler, Republic foreign chief, scheduled to arrive this week n. on second territory onceover.



.They called him

"Hondo"

First
she
was
afraid
he'd
stay—
then
she
was
afraid
he
wouldn't...



BLOODED WITH THE HEAT OF THE **PLAINS** THAT **BRED HIM** -SILENT AS **GUNSMOKE** -A STRANGER TO ALL **BUT THE** SURLY DOG AT HIS SIDE ...

HOT

IN 3 DIMENSION AND WARNER COLOR

GERA

It is our conviction that the presentation of 'Hondo' gives your patrons the opportunity for the first time to fully 'Hondo' was filmed 5.00.

'Hondo' was filmed 5,000 feet high in the mountains of Chihuahua, Mexico. The clear air and the heights made it possible into the distance for dimensional vistas possible. 'Hondo' is a rare combination This is a big story of tremendous power 3-Dimension technique.

WARNER BROS.



WITH WARD BOND
MICHAEL PATE
JAMES ARNESS
SCREEN PLAY BY
JAMES EDWARD GRANT
PRODUCED BY
ROBERT FELLOWS
DIRECTED BY
JOHN FARROW
A WAYNE-FELLOWS PRODUCTION
DISTRIBUTED BY
WARNER BROS.

IMPORTANT NOTICE ABOUT THE NEW-TYPE 3-D VIEWERS:

Be <u>sure</u> you see the greatly improved, comfortable viewers now available! They include a special clip-on type for those wearing eyeglasses. And be <u>sure</u> to <u>prominently</u> inform your patrons about them in your ads and lobby. (See pressbook for suggested copy.)

French Consider Channelling Films Into U.S. Through Italian Office

BY FRED HIFT

his "not impossible" that the French film industry may seek to get together with Italian Films Export in the U.S. in a joint effort for the promotion and pub-licizing of Italian and French pix, according to Robert Cravenne, gen-eral manager of Unifrance, the eral monager of Unifrance, the French outfit pushing the distribu-tion of French product abroad.

tion of French product abroad.
Cravenne, who arrived in N. Y.
from Chicago last night (Tues.),
said that, for the present at least,
there was no thought of creating a
French distribution agency in the
U. S., but he indicated that French
films might eventually channel
through IFE Releasing Corp. He
added that this would be in line
with the French position that their
pix should be handled by "specialried" distribs in the American market and that IFE certainly fell into
that category.
There have been several reports

that category.

There have been several reports from Paris, indicating that talks have been going on there intermittently, siming at a joint Italo-French effort in the U. S. IFE spokesman in N. Y. says that, at present, IFE is set up only to handle Italian productions and the Italian productions and the Italian productions and the Core opposite the second of the second coproductions. Any expansion to French films would have to be approved by the IFE board in Rome.

In From Japan

In From Japan
Cravenne arrived on the Coast
Nov. 1 from Japan where he had
arranged a French film festival and
held talks with Japanese officials
on a better break for French imports. Fete was highly successful,
he said, and helped spread the
popularity of French films. Paris
industry at present can import 14
pix into Japan, but hopes to raise
that number in the new fiscal year
starting April 1, 1954. Tokyo fete
was followed by a fete in HongKong.

Kong.

Idea of holding a French film festival in N. Y. has been given up. Cravenne disclosed, in favor of an extended series of affairs highlighting French product. Idea is to get away from New York and concentrate more on other key etties that are less conscious of French imports and might therefore be more susceptible to promotional efforts.

The French exec has been makents.

The French exec has been mak-The French exec has been making a kind of grass-roots survey to establish for himself the potential market for his country's pix. He said he had changed his mind about dubbing and now thought it about dubbing and now thought it might scree a useful purpose with certain films. In N. Y., where he'll stay a week. Cravenne plans to confer with American distribution exces and exhibs, as well as the Motion Picture Assn. of America, to draw a blueprint of how French pix could be most widely promoted.

He said he had been in touch with Paris, and confirmed that we have now changed our minds "we have now changed our minds about getting a subsidy from the Americans." When he visited N. Y. last April. Cravenne thought that no useful purpose could be served by such a subsidy. He now feels that things have changed and that a U. S.-subsidized N. Y. office to promote Prench films is definitely desirable in one form or another.

Irving Briskin Surrenders Col Purchase Warrants

Washington, Nov. 17.
Living Briskin, Columbia Pictures production exec, has sur-pendered to the company all rights be previously held in certain conhe previously herd in certain con-ison's stock purchase warrants, ac-cording to the studio's mouthly re-ject to the Scentities & Exchange Commission. His options were re-turned to the company as of Oct.

originally granted Briskin Col o isimally granted Briskin the right to acquire 3,500 shares of common at \$27,50 per share under a Max 28, 1947 agreement. Due to dilution caused by issuance of occasional stock dividends, his options eventually covered 3,863 shares at a purchase price per 5 are of \$24,91.

Cancellation of Briskin's war-tants lett 44 927 common stock-parchase warrants outstanding. However, this figure increased to 40 950 as of Oct. 31 following dec-action of a 2 2/2 stock dividend to common payable Dec. 7 to exicts of record on Oct. 23.

Greek Monarchs' Praise

Hollywood, Nov. 17.
King Paul and Queen Frederika
of Greece were given a royal reception by the film industry, consisting of a tour of the Paramount
lot and a luncheon at RKO, attended by more than 300 industry
lorders.

Spyros Skouras told the guests that Hollywood wouldn't be the artistic center of the world if it weren't for the Greeks—because the theatre was born in Greece.

In response, King Paul said: "The motion picture industry is one of the great benefactors of mankind because it brings dreams and laughter into the humdrum life of millions of men and women."

Publicists Guild Asks **Companies Start Labor** Negotiations Nov. 30

Screen Publicists Guild, District Distributive, Processing and Office Workers of America, repping homeoffice pub-ad staffers at Warner Bros., United Artists, Columbia, 20th-Fox and Universal, will seek industry-wide negotiations for new pacts this year with the film companies involved. Pre-vious two-year pacts expire during December-May period.

vious two-year pacts expire during lecember-May perlod.

Union has sent letters to the five film companies requesting a meeting at the union's headquarters on Nov. 30. SPG already has the assurance that UA veepee Max Youngstein "will be glad" to attend the session. Youngstein was notified of the meeting prior to the mailing of the other letters since he was on his way to Europe. Tentative proposals set by the SPG for presentation to the five film companies include a wage linke, corrections in the basic minimum salaries, and the introduction of a union security plan which would include company-financed health insurance and retirement plans.

Recent negotiations have been

Recent negotiations have been on an individual basis, with each company dealing with the union separately. Practice originated several years ago following a split in the union's ranks and the withdrawal of such outfits as RKO, Metro and Paramount due to alleged Communist influence. At that time, pub-ad staffers were associated with the now defunct United Office and Professional Workers of America which was thrown out of the CIO. DPOWA, the SPG's parent union, has been reinstated in the CIO following a purge of its alleged left-wingers.

According to Ben Berman, biz

purge of its alleged left-wingers.
According to Ben Berman, biz agent for the white collar groups of DPOWA, industry-wide negotiations are necessary because common economic practices are followed in all the film companies where pub-ad staffers perform the identical work. He stresses that a standard contract is a must under these circumstances.

Chummy With H-63

Chummy With H-63

Chummy With H-63

SPG is attempting to work cooperatively with the Motion Picture Homeoffice Employees Union, Local H-63, IATSE. The IA union represents most white collar workers in the N.Y. offices and in the exchanges and is also the bargaining agent for pub-ad staffers at Paramount. SPG sent a letter to Russell Moss, Local H-63 topper, requesting a joint meeting for a discussion of the common problems of both outfits. It was pointed out in the letter that both unions were seeking the same demands and that it might he advantageous to hold an exchange of views. Local H-63, however, has to clete ignored the overtures of the SPG.

Bookers Book Well Ahead For Their Theatre Evening

Motion Picture Bookers Club of New York has signed for a theatre naty, with "The Caine Mutiny Court Martial" being the selection. Bookers will see show at the Ply-mouth Theatre March 9.

Al Blumberg, of Warner Bros. is chairman of the affair,

Sheldon Grengs Loses The First Legal Round; 'Fraud' Charge Stays In

Minneapolis, Nov. 17.

Sheldon Grengs, circuit owner and defendant in a suit brought by six major distributors here alleg-ing failure to make correct per-centage returns on pictures played centage returns on pictures played at three of his theatres, lost the initial round of the Federal court hattle when Judge Patrick Jones rejected a defense motion to com-pel the plaintiffs to eliminate all fraud charges from their com-plaints.

Plaintiffs are Metro, 20th-Fox. Warner Bros., Universal, RKO and

Columbia.

The judge also denied the motion of S. P. Halpern, defense counsel, to drop from the complaints all reference to Grengs operations as an individual at the Hollywood Theatre, Eau Claire, Wis., and to sever actions brought against the Hollywood, the Eau Claire Stardusk drivein and the Superior, Wis., drivein. The defense must now file answers to the complaints as originally drawn.

Sargoy & Stein of New York,

Sargoy & Stein of New York, who unearthed the allegedly fraudulent percentage picture returns, and David Shearer of Minneapolis are attorneys for the film companies.

Manny-Venable Antitrust Calendared for May 31

Los Angeles, Nov. 17.

Los Angeles, Nov. 17.
Jury trial of the \$3,000,000 antitrust suit against the major film
companies by the late K. C. Manny and Joe Venable will start May
31 before Judge Harry C. Westover in Federal Court.
Plaintiffs ask \$1.578,600 damages for their Huntington theatre
in Huntington Park, \$745,200 for
the Park in the same town, and
\$697,000 for the Elite in Beverly
Hills.

Schwartz No. 1

Continued from page 4;

day weck and Schwartz has made himself available constantly, Schwartz is Boss
List made it clear that Schwartz will continue to call the turns for the circuit. "The by-laws state specifically that the president is the chief executive officer and we have no intention of changing this," said the controlling stockholder. He stated further that there has been no "agreement among the board members on any new company policy, that the "six directors all are individualists who will have to contribute on their own and not as a group."

Some houses will be dropped

icy, that the 'six directors all are individualists who will have to contribute on their own and not as a group."

Some houses will be dropped from the chain but these will be elevated from the buyout the

Arthur Loew to Belgium

Arthur Loew Loew's Inter-national prexy, left N. Y. last week (14) for Paris on the first leg of a global inspection tour of Metro offices.

offices.
Loew will chairman Metro's
European sales convention in Belgium Nov, 22-25. He expects to return to the U.S. by the end of De-

Amusement Stock Quotations

(N.Y. Stock Exchange)

11	953			Weekly			Net
High			100s	411614	LOW	Close	Change
1574	1256	Am Br-Par Th		1514	1414	1434	for week
4934	3814	CBS, "A"	51	493	48	48	+ 18 -13
4934	3816	CBS, "B"	36	4912	4834	4814	- 34
1738	1154	Col. Pic.	47	1628	1516	16	+ 12
1216	77/8	Decca	74	278	812	854	2
47	4156	Eastman Kdk	148	47	4416	451 8	-174
1436	105%	Loew's	348	1214	1114	1134	4014
734	416	Nat. Thea	232	6'2	6	63 8	4 14
3034	2416	Paramount	52	2778	2654	26-8	_ 34
361/2	2736	Philco	196	3034	2878	3034	+118
2934	2114		624	2278	2114	2134	- 34
434	254		143	308	318	316	
43/4	314	RKO Thea	3166	434	414	415	+ 1 _N
41/4	234	Republic	76	318	278	27 %	2 1 _N
1156	934	Rep., pfd	4	1012	10	10	- 14
121/4	878	Stanley War.	87	1012	101/4	103%	+ 18
191/4	131/2	20th-Fox	836	1918	1714	183 a	+ 8
171/4	14	Univ. Pix	38	1648	1574	16	
6812	61	Univ., pfd	+70	6212	6212	6215	-
1736	111%	Warner Bros.	55	1218	1114	1112	-16
84	6334	Zenith	41	705a	6818	6914	1 + 34
Americ	an Ste	ek Exchange					
1734	914	Du Mont	110	934	934	93 6	-16
412	278	Monogram	43	- 4	37/2	37 8	1 g
1736	14	Technicolor .	106	1434	1436	1436	- 12
376	23/4	Trans-Lux	1	314	31/4	314	-
Over	-the-Co	unter Securitie			Bid	Ask	1
Color	Corp.	of Amer			. 1	114	18
Ciner	ama				. 2	21-2	- 12
Ches	apeake	Industries			21,5	3	-
					44	46	at. 1
U. A.	Theat	re::				10	4 15
	Disne;	y	• • • • • • •	•••••	734	814	1
		(Quotations fu	rnishe	bu Dre	ufus &	20.)	

Balaban Answers on 'Shortage'

ing out good ideas as uniformly as Mr. Ford, here, turns out good cars. (Henry Ford, 2d, was sitting at Balaban's side).

"In these days of high costs of production and a contracted market, a studio can only turn out pictures that are based on good ideas—or at least ideas that look good when we start the picture. We should love to have more of them. Our studio overhead and distribution costs can only be absorbed on the basis of volume, and the same holds true for every major company. Anyone who has sweated with the problems of running a worldwide production and distribution organization knows that it is sheer economic insanity to hold back from making a good picture whenever you can put together those ingredients which go into the making of a good picture." I make these comments only for the purpose of focusing attention on the tasks before us so that no family differences can divert us from moving ahead. What I am saying is: "Let's tackle our common problems and not each other."

Goldenson Not There

Balaban's statements were seen

mon problems and not each other."
Goldenson Not There
Balaban's statements were seen as the first such reply by a major industry figure to the numerous recent beefs by exhibs anent the product "shortage." One of the most outspoken of such squawks was made by Leonard Goldenson, American Broadcasting-Paramount Theatres president, at the Theatre Owners of America convention in Chicago on Nov. 3. Goldenson accused producers of an "artificial situation," that of creating a dearth of product and accompanying this with excessive rental demands. Goldenson did not attend the Pioneers get-together.
Balaban, spotlighted as "Pioneer of the Year," looked upon the future optimistically, stating many problems had been encountered and worked out in past and present difficulties, he feels, likewise will be hurdled.
Eric A. Johnston, in the role of chairman of the Pioneers dinner, related he met with Initial success as Ambassador assigned to ease the tension between Israel and the Arab states. He returned to N. Y. from the Middle East Thursday morning.

George Jessel, the toastmaster,

from the Middle East Thursday morning.

George Jessel, the toastmaster, shared the gavel with Johnston and made with the comedy, such as in his introductions of execs on the dais.

"Si Fabian is an exhibitor extra-

"Si Fabian is an exhibitor extra-ordinary (quipped Jessel) who buys theatre circuits even quicker than I bought wedding rings." And, "Sam Rinzler came here as a poor boy 40 years ago, has become a great success, and speaks English like he will not arrive until next Wednesday."

can."

Jack Cohn, Pioneers' prez, presented Balaban with the outfit's award and declared: "His 'Balaban's) brilliant record as an industrial salesman in our business is eclipsed only by his stature as a human being." Johnston said he looked upon Balaban as "not an oldtimer in the traditional sense. In truth, he is a new-timer—a man who does not permit his rapture for the past to rupture his interest in the present or his concern with the future."

Good wishes were cabled to Bal-aban from Adolph Zukor, in Paris.

Clog Chicago

= Continued from page ? =

all are likely candidates to run cut the year, at least. "How to Marry a Millionaire" will set in at the Oriental for a long run in a few weeks, as will "Julius Caesar" at the Selwyn. RKO Grand, which heretofore has churned out pictures after a one or two week stand, has "All the Brothers Were Valiant" pegged for at least four weeks on Nov. 25.
"Mogambo" looks good for a minimum of six weeks at the Woods, and Monroe seldom turns over a picture in less than four frames. Surf and World are art louses accustomed to milking their attractions, which find limited subsequent run outlets here on way.

anyway.

Only McVickers and the B&K Chicago, Roosevelt and United Artists are pipelining product in a steady flow. Yet these houses together issue an average of only even pix every two weeks. Were 40 years ago, has become a great success, and speaks English like he will not arrive until next Wednesday."

One touch of showmanship was together issue an average of one together issue an average o The BEST thing that ever happened

The MOST honored picture of our time.

Cerritorial tax figures indicate. City's two new TV stations undoubtedly have caused some of the decline, but slump--if it is that -can be traced to several other

Dwindling of Korean war has meant fewer transients in town-Le servicemen hunting entertainment. Showmanship generally has been lacking or mediocre, Stronger array of competing attractions, such as name acts in Civic Audi-torium, Symphony concerts, Com-munity Theatre, and renewed zest for outdoor sports are additional boxoffice deterrents.

Consolite acterrals.

Consolidated Amusement Co., which has all but a monopoly in Honolniu, has introduced 3-D in it, a head locations — downtown Liberty and neighborhood Varsity, which is getting 90c for second-tun single features.

Also Owns TV

Consolidated is largest single stockholder in Hawaiian Broadcesting System, which operates TV ration KGMB-TV and KGMB-radio. Consolidated purchased 37,875 shares additional of Hawaiian Broadcasting stock at \$70 per share before KGMB-TV went of air and now owns 66,77% of the perior TV web. radio-TV web.

Patronage of Consolidated's ouses increased 4.57° o in 1952 houses increased 4.5% on the cover 1951 figures, but that was before TV debuted in Honolulu.

Despite drop in attendance this ar, no houses have shuttered id it's doubtful if any will,

Chain last year (calendar year) wound up with net profit of \$452,-78, after making tax provisions totaling \$614.902, and paid out \$.385,000 in dividends.

Consolidated lists \$1.104,904 in lard among its fixed assets, \$2,-448,126 in buildings and improve-ments, and \$1,225,165 in furniture, fixtures and equipment.

London Board

Continued from page 5 =

000 annually. At this point the Government gave industry leaders Government gave in an Oct. 31 deadline,

The four trade associations then came up with a compromise scheme which would net \$6.450,000, but which would be open to revision if there is any tax remission. Three of the trade bodies immediately endorsed the plan but it was thrown out by the Cinematograph Exhibs' Assn. general council. The exhibitor vote was reversed a week later after a countrywide campaign, but there was a proviso that the theatre men's point of view should be stated to the Board of Trade prez before the CEA added their formal signature to the pact. This meeting took place Nov. 11 The four trade associations then

This meeting took place Nov. 11 This meeting took place Nov. 11 and was notable mainly for the plain speaking on the part of the minister, who refused to discuss budget prospects with the deputation. In the first place the budget was six months off and in the second place it was the prerogative of the Chancellor of the Exchequer.

Thorneycroft also bluntly warned the exhibs that if they declined to the exhibit the voluntary scheme he would not heshtate to introduce his legislation, this session. And this, he frankly stated, would call for a bigger allotment to the producers than the sum at present agreed.

In spite of this unqualified atti-tude by the Board of Trade there is growing discontent among a mais growing discontent among a ma-jor segment of indie exhibs who claim they have been forced into an agreement which they cannot afford to meet. They contend that the present past, which runs until July next, could simply have been an agreement which they cannot an already the present part, which ruis until July next, could simply have been extended until the end of 1954. By then they would know how they stand with their admission tax campaign and would be in a better position to work out a clong term scheme. The government, however, would not accept the alternative as they contended that a long term polley for Brilish studios was necessary if the quantity and quality of production were to be maintained.

Box office receipts in Honolulu Want Right to Inspect Books of S. & J. Bland

Chicago, Nov. 17, 20th-Fox attorneys last week filed percentage suit in State Superior Court against Seymour and Julius Bland, operators of the Idea; and Deal Theatres, asking the right to inspect their books for the period 1950 to date in order to determine correct film rentals.
United Artists attorneys filed similar suit for 1947 to the present.
Paramount, Locw's Universal,

Warner Bros., and RKO likewise asked to see the Bland books.

Zanuck Sure

Continued from page 7 =

the former 33 productions, he

Zanuck stated flatly that there was no type of story or scene that would not be enhanced by Clnema-Scope, and he fit a "you ain't seen nothin' yet" note concerning the scope, and he htta "you ain't seen nothin' yet" note concerning the quality of future CinemaScope plx. As for CinemaScope's applicability to various themes, 20th's studio to pper opined: "CinemaScope won't make a lousy story look good, but it'll make a lousy story look better—and a great story look greater."

As for "

As for Panoramie Productions, the Leonard Goldstein outfit that's feeding standard pix to 20th, Zanuck reported that it had five films in the can and that, for the moment at least, there were no plans to go beyond the original commitment of 10 pix. Latter are considered stoppap material to fill the gap until ChemaScope gets into wide circulation.

Payroll The Same

Payroll The Same

Employment level at 20th's sfudio is bound to drop in some de-partments while rising in others, but on the overall, the company's Coast payroll should remain about the same, Zanuck indicated. He added that, naturally, there would be increased emphasis on sound, editing and cutting and less of a need for the prior number of producers, directors and writers.

ducers, directors and writers.

"The Robe" so far has 34 world-wide bookings abroad and the extent of foreign openings "is only dictated by the number of prints we can get away from domestic distribution," Zanuck asserted. He said exhibs abroad were eager for new methods of presentation and very anxious for CinemaScope.

Zanuck disposed of a "product shortage" question stating that "there would be no shortage if the industry could make 10 pictures a year equivalent to 'The Robe.' "When 20th made a lot of films 'we had difficulties and no one would come to our rescue," the 20th exec said in pointed reference to exhibs.

He supported 20th's stand on stereophonic sound, stating that it adds 33% of the feeling of depth for the audience.

Zanuck said he had gone abroad to "view it (the 'Robe' opening) without being a part of what might have been a tragedy for everybody, but what turned out to be an enormous success." Zanuck returned to the Coast last night (Tues.),

'Millionaire' Into 45 Keys; C'Scope Hits Mex., Sydney

"How to Marry a Millionaire," second CinemaScope release from 20th-Fox, will open in 45 key cities by the end of November. Film is currently showing in two Broadway houses as well as in Pittsburg, Buffalo, Los Angeles (two theatres), Boston and Philadelphia. Today (Wed.) the CinemaScoper

Foreign Reaction

Continued from page 4 =

represented as a tax rather than a subsidy. In return, the Americans would get bigger remittances and at least 110 permits.

Johnston returned with the signed Dutch agreement last week. Deal, which starts Japunry 1, 1954, is more than an ordinary film pact in that it involves basic changes in the regulations of the Bioscoop Bond, the Dutch trade org. Thus advantages gained by the American distribs apply to all imported pix.

can distribs apply to all imported pix.

Under the new pact, terms on all 3-D, panoramic and other special films are freely negotiable as is an indeterminate number of exceptional imports given that rating by the Dutch themselves. Of the remaining pix, the range of those sold at a sliding scale moves from the old 17½% to 32½% to a new 22½% to 40%.

Half of the imports aold as straight percentage pix now can go to a top 35%. The rest must be under 32%, the latter figure reping the old maximum. Holland is considered a \$1.250.000 market and upped terms are figured to make it considerably more lucrative. Significance in obtaining a new deal in Holland is that it was obtained only after MPEA members notified the Bond of their intention to pull out.

Strategy in Spain

Strategy in Spain

Strategy in Spain

As for Spain, the foreign managers in N. Y. last week, acting on Johnston's recommendation, decided to modify their unified stand against picking up Spanish Import permits pending a reduction in their price by the Madrid authorities. Distribs now will pick up a maximum of two permits each.

Move Is seen a preliminary to breaking the deadlock between the U. S. Industry and Jimenez-Arnau, the Spanish government negotiator. Latter was here earlier this year.

Latter was here earlier this year Latter was here earlier this year, but talks collapsed when he asked a \$500,000 subsidy from MPEA. Spaniards have now about given up the idea of getting a subsidy. Griffith Johnson, MPEA economist, is currently in Spain and it's believed that an agreement there is due shortly. due shortly.

Spaniards have submitted a pro

posal for a new two-year deal to start in June, 1954, and an interin arrangement to cover the period till then. Foreign management start in June, 1954, and an interim arrangement to cover the period till then. Foreign managers in N, Y, yesterday (Tues.) were discussing the details of the offer which would give the MPEA members 75 permits, with another 25 going to the indies.

Blackout of news has descended on the status of the French agreement talks, with Johnston asking the foreign managers in N. Y, last week to not ask him any questions about the negotiations. He was, however, very positive in stating

week to not ask him any questions about the negotiations. He was, however, very positive in stating that a decision, one way or another, would be forthcoming within two weeks. By then, Jacques Flaud, the chief French negotiator, will have returned to Paris from a quickle trip to Argentina, One of the difficulties, it's understood, is the divergence of opinion between the French government and indistry on what provisions should be written into any new Franco-American film agreement.

Johnston said last week that he was not bringing back any French proposals. At the sirport he just

was not bringing back any French
proposals. At the airport he just
brushed aside all quest. ns regarding France with a flat "no comment." When he reached Paris, following his Near East survey for
President Ei.-enhower, he found
negotiations in a state of complete
collarse.

negotiations in a state of complete collapse.

His optimism on reaching a new understanding with the French, who are pressing for reduced imports and remittances, is taken to mean that he found lessened French insistence on an American subsidy a la IFE.

Foreign managers in N. Y. feel that the weakening emphasis on subsidies is due not only to the firm MPEA stand against them, but also to the realization that it might cost them too much to try and earn more dollars. Example is cited of IFE on which the Italian government has expended considerable coin in dollars without getting what it considers adequate dollar returns.

Italians reportedly are no longer anxious for a continuance of the subsidies winder and was a subspecied of the subsidies winder and subsections.

Italians reportedly are no longer anxious for a continuance of the subsidy under any new agreement. Last pact gave them 10% of the U. S. distribs' earnings in Italy. An aspect of this attitude is that it sapt to make it much harder for the Americans to obtain favorable film deals next year.

Inside Stuff—Pictures

American Broadcasting Co. is "still interested" in carrying the insti-

American Broadcasting Co. is "still interested" in carrying the institutional film series as envisioned under its agreement with the Motion
Picture Assn. of America. However, ABC has been stalled on turning
out the pilot program by its inability to match tip pix and stars.
Pilot originally was to have been ready last July so that ABC could
find a bankroller for the series which it had pencilled in for fall or
winter presentation. One of the difficulties has been to pick representative films and then get their stars to make themselves available
for pilot lensing.

Exploring consultations between ABC and MPAA latter has now

for pilot lensing.

Following consultations between ABC and MPAA, latter has now submitted a new list of films currently in production so that the players would be around to fit in with the excerpts. Job of wrapping up the pilot is up to ABC's Coast production topper, Earl Hudson. Purpose of the series, "Holllywood Parade." would be to plug both the industry and forthcoming attractions via this kind of entertainment program. Project has the blessing of the MPAA company prexies.

Film industry dividends for the first 10 months of 1953 are far below those for the comparable period of last year, according to figures released past weekend by the U. S. Department of Commerce. Melon for the 10 months of this year aggregated \$15.501,000. Last year it was \$21.405,000. The motion picture dividend for the month of October totaled only \$1.244,000. It was made up of \$1,129,000 by the American Broadcasting-Paramount Theatre. \$100,000 from Republic Pictures; and \$15.000 by District Theatres. Last year, the month's reported total was \$2.894,000.

total was \$2,899,000.

Commerce Department states that the publicly reported dividends generally come to 60 to 65% of all dividends paid in an industry.

Unusual French short, drawn by 12 elementary school pupils at Paris' Avenue Thierry l'Avray school, has been booked by the Paris and Fifth Ave. Theatres, N. Y., for showing after Christmas. Cartoon, in Eastman color and running 11 minutes, is called "Martin and Gaston" and is imported by George K. Arthur. Story tells of two young heroes shipwrecked on a tropical island. Arthur discovered the subject when he saw it screened at Nico's Rose Rouge, a Paris cabaret.

Although Warner Bros.' "Three Sailors and a Girl," set for release shortly, is billed as Jack E. Leonard's film debut, 350-pound comic appeared in a picture five years ago.

It was a two-reel commercial short distributed by Arthur Murray to

studios to show overweight pupils how good and graceful a

Motion pictures with foreign backgrounds will be filmed in Hollywood by Moravian Productions, a new company organized by Matt Freed, Lillian Moreau and Francis Schwarz. Pictures will be made both in English and foreign languages, with European stars in top roles. Starter will be "Woman of the Shadows," a tale of Berlin, followed by "Lost Woman," backgrounded in Czechoslavakia.

New Yorkers will have their choice of "Cyrano de Bergerac" in both starring Jose Ferrer. The Rostand

New Yorkers will have their choice of "cyrano de Bergerac" in screen and stage versions, both starring Jose Ferrer. The Rostand play opened at the City Center last week for a limited run. Going simultaneously will be Stanley Kramer's pic production of "Cyrano" starting tomorrow (Thurs.). It will be part of a reissue program with "The River" at the Little Carnegie Theatre.

Through a deal with Film Incorporated, Warners has made available 40 shorts and cartoons to be distributed to institutions, hospitals and towns without theatres. Films will be packaged into 30-minute programs, each made up of two or three subjects.

Film taken by a Royal Canadian Mounted Police sergeant actually on duty in Canada's sub-Arctic has been released by Crawley Films of Ottawa in 30 minutes 16mm. Title is "Mackenzie Patrol."

Briefs From the Lots

Ginger Rogers, in David Miller's
"Twist of Fate," to be produced in
Europe for United Artists release
Albert J. Cohen will produce
"Three Gobs in Paris," based on

Wendell Corey will pray the detective in "Rear Window" which Alfred Hitchcock will produce and Alfred Hitchcock will produce and the Rue Morgue" will be released by Wanners as "Phantom of the Rue Morgue" will be released by Wanners as "Phantom of the Rue Morgue" will be released by Wanners as "Phantom of the Rue Morgue" will be released by Wanners as "Phantom of the Rue Morgue" will be released by Wanners as "Phantom of the Rue Morgue" will be released by Wanners as "Phantom of the Rue Morgue" will be released by Wanners as "Battle Cry," to be produced by Henry Blanke in CinemaScope ... Hugh a Marlowe signed by 20th-Fox to play Susan Hayward's husband in "Garden of Fvil," starting Nov. 23 in Mexico City". Dawn Addams will play femme lead opposite Richard Egan in Edward Snall's indie, "Khyber Pass" ... Hugh a unit for his fifth trek to Korea, has been signed by Paramount for a featured role in "White Christmas" ... Edward Alperson's "New Faces," currently filming at 20th-Fox in CinemaScope, will be production.

Johnny Grant, who is lining up a featured role in "White Christmas" ... Edward Alperson's "New Faces," currently filming at 20th-Fox in CinemaScope, will be production.

To the Mindellows and the production of America ... John Russell, former republic contract player, returns to that lot under a multiple picture deal ... Mavis Davenport, NY stage actress, will make her film the Hot Heiress," starring Judy Canova, as his next assignment.

Gene D'Arcy drew a key role in "The Miami Story" at Columbia ... Republic picked up William witney's director option, with "The Hot Heiress," starring Judy Canova, as his next assignment start and the Misia" About Mrs. Leslie at plays a ballroom operator in "Living It Up" at Paramount ... Palis Macullows and plays a ballroom operator in "Living It Up" at Paramount ... Palis Macullows and the Collores and plays a ballroom operator in "Living It Up" at Paramount ... Palis Meximus will play the femme lead opposite Panal Paramount ... Palis Meximus will play the femme lead op

\$23,402

THE

WEEK'S BUSINESS IN THE HISTORY OF NEW YORK'S 575-SEAT SUTTON THEATRE

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Desert

FIRST FEATURE-LENGTH TRUE-LIFE ADVENTURE

PRINT BY TECHNICOLOR

Picture Grosses

LOS ANGELES

*Continued from page 8 (reissues), Pleasing \$14.500. Last week, "Joe Louis Story" (UA) and "The Fake" (UA), \$18.400.

Fox Wilshire: SW Downtown FWC-SW: 2.296: 1.757; 51-82.20— "How Marty Millionaire" (20ch) 2d wk Wi'shire: 1st Downtown). Hefty \$48.600. Last week, Wil-shire, record \$35,600, with preem

Los Angelès, Hollywood Paramounts (ABPT-F&M) (3,300), 1,430: 70-\$1,25:—"So Big" (WB) and "Yesterday and Today" (UA) = 2d wk.: Mildish \$12,000. Last week. \$20,500

Fine Arts (FWC) (631; 80-81 50) (Cruck Sca? (C) (5th wk). Okay

— Crucl's at (C) (531; 8)-\$1.50; \$2.600, Last week, \$2,800. Lgyptian (UATC) -(1.538; 90-\$1.00 - Morganbo (M-G) 6th wk, Nert \$11,000, Lest week, \$14,000,

\$14.000.

Hillstreet, Pantages (RKO) (2,-752; 2.812; 95-\$1.50) -- "Eternity" (Cole (7th w.2), Good \$28.009. Last week, \$33,600.

'TORCH' HOT \$11,000, D.C.; 'BAY' BRIGHT 14G

Washington, Nov. 17.
School and government holiday
on Arimstice Day Erought a boxofice bonance to main tem boxes.
"Cinerama," in second wock at the
Warner, is still talk of the town "Cinerana," in scenal week at the Warner, is still talk of the town but hurt by sona opening week.
"Martin Lather," in third assign at Dupont-broke all single-day house records, eyen topping "High Noon." of Armistice Day. New-comers, include "Peter Pan," sock at Keith's and "Torch Song" hefty at Lucw's Columbia.

Estimates for This Week
Castfol the win (2,424; \$1,\$1,50)

Capitol (Lo we) (3 424; \$1-\$1.50)

"The Robe" (20th) (7th wk), Fine \$18,000 after big \$23,000 last week.

Capitol (J.o. w's) (3 434; \$1-\$1.50)

—"The Robe" (2010) (7th wk). Fine \$18,000 after big \$23,000 last week. Stays on.

Columbia (Loew's) (1.174; 55-85)

—"Torch Song" (M.-C). Hefty \$11,
000, and holds. Last week. "Vice \$6,004 holds. Last week. "Vice \$6,004" (UA) (2d wk), \$5,550.

Dupont (Loper) (372; 90-\$1 20)

"Martin Lather" (Indie) (3d wk). Terrific \$3.000 hopping last week's \$7,500. Holds again.

Keith's (RKO). (1949; 55-85)

"Peter Pan" (RKO). First time around at pop prices, and sock \$11,
000, despite former (Loweck ran and memorrous monpet admissions. Last week. "Appointment in Hunduras" (RKO). \$9,000.

Metropolitan (SW) (1,200; 55-85)

—"So Big" (WB) (2d wk). Fine \$6,
000 after \$10,500 opening week.

Palace (Lo.w's) (2,370; 55-85)

"Bottuny Bay" (Par). Brisk \$14,000.

Last week. "Mogambo" (M-G) (5th wk). okay \$10,000 at fired scale.

Plashouse (Lopert) (453; 55-81)

"Roman Holiday" (Par) (7th wk). Very firm \$5,500 after \$5,000 previous week. and holds on.

Wärner (SW) (1,300; \$1,20-\$2,80)

—"Cinerama" (Indie) (2d wk).

Pushed up to smash \$30,000 after \$6,500 opening stanza when hurt by weekend storm.

Trans-Law (F-L) (600; 90-\$1,25)

"Elernity" (Cd) (12th wk). Fancy \$10,000 thanks to smash holdry, after \$9,000 last week. Stays again.

DENVER

(Continued from page 9) ,000. Last week, "Mogambo"

\$17,000. Last week, "Mogambo" (M-G) (3d wk), \$7,000.
Parameunt (Wolfberg) (2,200; 50-85)—"Glass Web" (U) and "Veds of Bagdad" (U) Fast \$14,000. Last week, "Joe Louis Story" (UA).

'Brothers' Valiant 16G In Prov; 'Jane' Rousing \$8,000, 'Robe' 28G, 2d

"The Robe" in second week still is the biggie at the Majestic here currently. On the hot side is the State's "All Brothers Were Valiant." RKO Albee's "Calamity Jane" is heading for a sockeroo session.

Estimates for This Week

Albee (RKO) (2.200); 50-70)—
"Calamity Jane" (WB) and "Valley of Head Hunters" (Col), Near sock 88 000. Last week, "So Big" (WB) and "Captain Scarface" (Indie),

And "Captain Scarface" (Indie, \$7.000.

Majestic (Fay) #2,200; 80 \$1,25)

"The Robe" (20th) #2d wks. Still packing them in at wew \$28,000.

First week was \$34,000.

State (Loew) #3,200; 50-70)—"All Brothers Were Valiant!" (M-Gr. Hypoed by intensive radio and TV campaign, this one is heading for sturdy \$16,000. Last week, "Mogambo" (M-Gr. (3d. wk), \$7,000.

Strand (Silverman) #2,200; 50-70)

"Conquest of Cochise" (Col. and "Slaves of Babylon" (Col. Opened Monday #16). Last week, "Flight to Tangier" (Par) and "Hot News" (AA), oke \$6,000.

'God's Country', Bright \$9,000, Port.; 'Jet' 8G

Portland, Ore., Nov. 17.

Biz has been perking at all firstruns for several frames due to
strong product. "Sabre
bod's "Libert" strong product. "Sahre Jet" is solid at Liberty while "Back To God's Country" looks fast at Broadway. All holdovers are steady with "Robe" still the giant in 6th round and "Martin Luther" big for a third sesh.

Estimates for This Week
Broadway (Parker) (1.890; 65-90)
—"Back To God's Country" (U) and "Veils of Bagdad" (U). Fast \$9.000 or near. Last week, "Big fleat" (Col.) \$8.800, Guild (Parker) (400) \$1.

(Col), \$3.800.
Guild (Parker) (400; \$11—"Crnel Sea" (U) (2d wk), Fat \$2.000. Last week, \$2.800.
Liberty (Hamrick) (1,875; 65-90)
— "Sabre Jet" (UA) and "Suspicion" (RKO) (reissue, Nifty \$8.000 or close. Last week, "Take High Ground" (M-G) and "Egypt By Three" (Indie), \$10.200.
Oriental (Evergreen) (2.000; 90-\$1.25)—"Martin Luther" (Indie), (2d wk). Good \$5.500. Last week, \$8.000.

\$8,000. Orpheum (Evergreen) (1,600: \$1,25-\$1.75)—"The Robe" (20th) (6th wk), Tall \$13,000. Last week, \$16,000

\$16.000. Last week,
Paramount (Port-Par) (3.400, 6590).—"Calamity Jane" (WB) and
"Affair in Monte Carlo" (AA),
Loud \$9.000. Last week, "So Big"
(WB) and "Undercover Agent" (Indie), \$7.600,
United Artists (Parker) (890; 90\$1.25)—"Mogambo" (M-G) (2d wk),
Fancy \$12,000, Last week, \$13,600.

BOSTON

(Continued from page 8)

(Continued from page 8)
(3d wk), Still oke at \$13,000, Second week was \$15,000.

Memorial (RKO) (3,000; 85-\$1,25)

"The Robe" (201h) (6th wk), Still
socko at \$35,000 following \$38,500
in fifth week.

Metropolitan (NET) (4,367; 80\$1,251-"How to Marry Millionaire" (20th) (2d wk), Nitly \$32,000 following \$42,000 for first.

Orpheum (Loew's) (3,000; 74\$51,251-"Mogambo" (M-G) (4th wk\$51,251-"Mogambo" (M-G) (4th wk\$51

last week.

Paramount (NET) (1,700; 50-90)

"Calamity Jane" (WB) and

"Black Fury" (WB) (2d wk). Okay

\$9.000 following \$14,000 for first

\$9 000 Toriowing crowning cround.

\$tate (Loew's) (3,500; 50-90)—
"All Brothers Valiant" (M-G) (2d wk-6 days), Nifty \$13,000, Last week, \$22,000.

CINCINNATI

CINCINNATI

(Continued from page 95
week, "Key Largo" (WB) and
"Treasure of Sierra Madre" (WB)
reissuest, \$4,500.
Grand (RKO) (1,400; 75-\$1) —
"Combat Squad" (Col) and "China
Venture" (Col). Okay \$6,500. Last
week, "Raiders Seven, Saas" (CA)
and "Sboot First" (UA), \$6,000.
Keith's (Shor) (1,500; 55-85)—
"Big Heat", (Col). Good \$6,000
Last week, "Slaves of Babyion"
Coly \$4,000.

\$4,000

Palace RKO) (2.6c0: 75-51— "Take High Ground" M.C. Palace able \$9.500. Last week, "So Big" WB ditto,

'Marry' Whopping 35G, Buff: 'Sumatra' Het 11G

Buffalo, Nov. 17.

Pacing newcomers this session is "How To Marry a Millionaire," far ahead of others with a smash week at Century, "East of Sumatra" at Lafayette and "Sabre Jet" at the Center also are doing solid biz. "Violated" still is sock in third round at bandbox Mercury with a new record every week.

Estimates for This Week

Buffalo (Loew's) (3.000; \$1-\$1.50)
—"The Robe" (20th) (7th wk), Still strong at \$12,000. Last week, \$13,000.

Mercury 'Michaels) (297; 54-83)—
"Violated" (Indie) (3d wk). Heading for great \$6,500 after \$7,700 for second week. Makes a record for three weeks at this bandbox house, after new high opening session.

Paramount (Par) 3,000; 40-70;— "Diamond Queen" (WB) and "Black Fury" (WB). Okay \$10,500. Last weeg, "Bottany Bay" (Par) and "Man of Conflict" (Indie) (10 days), \$16,000

Center (Par) (3.000; 40-70)— 'Sabre Jet' (UA) and "Stee: Lady" UA). Solid \$11,000 in 8 days. Last week, "So Big" (WB) (2d wk),

S8,000.

Lafayette (Basil) (3,000; 40-70)—
"East of Sumatra" (U) and "Dancing With Crime" (U). Nice S11,000. Last week, "All-American" (U) and "Stand at Apache River" (U), \$9,000.

U, \$9,000.

Century '20th Cent.) (3,000; 40-25---"How to Marry a Million-aire" (20th). Smash \$35,000. Last week. "Sea of Lost Ships" (Rep) and "Trent's Last Case" (Rep), \$75,00

and "Trent's Last Case (Nep., \$7.500.

Teck (Loew's) (1.300; 90-\$1.20)—
"Martin Luther" (Indie) (2d wk).
Good \$5.000. Last week, \$7,000.

Holdovers Jam Seattle; 'So Big' Little \$6,000

"So Big' Little \$6,000

Seattle, Nov. 17.

Great biz continues for "The Robe" and "Here to Eternity" both rucking up superb grosses, the fornuce holding for seventh week at Fifth Avenue, Latter is now in its fourth stanza at Paramount, Newcomers are limping here this session. "O K. Nero" shapes good at the Blue Mouse, but "So Big" is slim at Music Hall.

"Moon is Blue" keeps rolling along for the town's record long run, now in 17th week.

Estimates for This Week

Blue Mouse (Hamrick) (800; 65-90)—"CO, K. Nero" (IFE, Good \$4.000, Last week, "3 Girls From Rome" (IFE, \$3.200,

Colliseum (Evergreen) (1.829; 65-90)—"Conquest of Cohise" (Col) and "Flame of Calcutta" (Col), Okay \$3,500, Last week, "Martin Lather" (Indie) (3d wk-5 days), \$7.8:00 at \$1.25 top.

Figh Avenue (Evergreen) (2.349;

kay \$8,500. Last week, "Martin uther" (Indie) (3d wk-5 days), 7.6.00 at \$1.25 top. Fifth Avenue (Evergreen) (2.349; L.25-\$1.75.—"The Robe" (20th) (th wk), Great \$13,000 after \$18,-

7th wk), Great \$10,000 (850; 90-600 last week, Music Fox (Hamrick) (850; 90-81,25)—"Moon Is Blue" (UA) (17th wk), Big \$3,500, Last week, 6,300, Music Hall (Hamrick) (2,263; 65-90)—"So Big" (WP) Slow \$6,000, Last week, "Mogambo" (M-G) (4th wk), \$2,400 (100) (Evergreen) (3,039)

Paramount (Evergreen) (3,039; 90-\$1.25)—"Here to Eternity" (Cot) (4th wk). Strong \$8,000 after \$12,000 last week.

SAN FRANCISCO

(Continued from page 8)
000 or over, Last week, "I, the Jury" (UA) and "Melba" (UA) (3d wk), \$6,000 in 6 days.

Stagedoor (A-R) (370; \$1-\$1.50)

"Decameron Nights" (RKO), Good \$3,500 or (lose, Last week, "Beggar's Opera" (UA) (4th wk), \$2300

Beiggar's Opera" (UA) (4th wk), \$2.300.

Cinema (FWC) (300; \$1.20) — "Martin Luther" (Indie) (3d wk). Big \$4.000. Last weck, \$5.000. Clay (Rosener) (400; \$1) — "Fanfan Tulip" (Indie) (8th wk), Big \$3.600. Last weck, \$3.800. Bridge (Sehwarz-Reade) (399; \$1-\$1.20 — "Cruel Sea" (U) (7th wk). Sixth weck ended today (Tues.) was good \$2.900 after \$3, 300 in fifth. Stays until Dec. 9. Vogue (S. F. Theatres) (377; \$1-\$1.20 — "One Summer Happiness" (Indie) (4th wk). Oke \$1,200. Last week, \$1.500.

Testing For 'Oklahoma

Testing For Oktahom.

Hollywood, Nov. 17.

Jus Addis le set with Todd-AO to direct a series of 35m screen tests for the Magnascope production. 'Oklahoma' Fred Zinne-

Oklahoma." Fred Zinne-who will direct the picture, n Europe. ined up for tests in black and white and in color are Robert Stock, Piper Laude, Vie Damone, Dale Robertson, Lee Marvin and Joan Evans

Florida Echo

= Continued from page 5 =

most inflexible nationals sales policies, of the unwarranted use of competitive bidding, and of other strangulating producer-created or producer-fostered evils."

Levy said he didn't want his statements to mean that exhibs are not in favor of scientific progress, but he stressed that there is no reason why exhibs should not ask distribs not to compel them "to indistribs not to compel them "to inrotst millions of dollar; in equipment that is not absolutely necessery ..." Although Levy did not
specifically mention 20th-Fox, he
apparently was referring to 20th's
insistence that ail C'Scope pictures
be shown with sterco sound.

For the distributors not to hear
the "voices crying out in the widecrness" is shortsighted and economic suicide Levy concluded.

nomic suicide, Levy conel Cost of Equipment concluded.

Cost of Equipment
Chief concern of Levy's audience of theatremen obviously centered on new equipment of all kinds, whether it was needed, the costs involved, and the lack of assurance from producers that a continued supply of product to accommodate the new equipment would be forthcoming. Conversely, unanswered were questions relating to an uninterrupted flow of ly, unanswered were questions re-lating to an uninterrupted flow of pictures in standard 2-D for those exhibs who couldn't afford to con-vert to the new processes.

These problems were spotlighted at an open forum moderated by Nash Weil, general manager of Wil-kin Theatre Supply Co., which followed a showing of 20th-Fox's "How to Marry a Millionaire" in CinemaScope. This film, incidentally, stimulated discussion anent the advantages of stereophonic the advantages of stereophonic sound. Predominating opinion was that a good high fidelity system with a single sound track was sufficient.

fedent.

Luncheon speaker yesterday
was Robert W. Coyne, special
counsel for the Council of Motion
Picture Organizations, who repeated that full repeal of the 20%
Federal admissions tax continued
as COMPO's goal.

Pitts Discusses Press
Dick Pitts, director of public relations for TOA, today (Tues.)
strongly recommended a working
relationship between exhibitors
and local editors as a means of
building goodwill for the industry.
The fourth estate is not the hig building goodwill for the industry. 'The fourth estate is not the big had wolf that so many of you believe.' said Pitts in urging that theatremen help contribute to the flow of news for reporters. In this connection he specified: "As an outstanding member of your community you are in a position to hear a lot of things that might halke good cony for your local. make good copy for your newspaper. That's the best nev.spaper. I know to pave your way into the good graces of any newspaper anywhere."

RKO Suit

Continued from page 11 -

York lawyers against the public interest and against the interests of the scattered and procedurally impotent thousands of small RKO stockholders who look to this court for institutional protection."

impotent thousands of small RKO stockholders who look to this court for justice and protection."

Original contention of the stockholder suit was that Hughes be ordered to account for a profit of more than \$3.000,000 from the sale of "officerships and directorships and his stock." It was originally filed in NY while RKO's status was muddled by the purchase of Hughes' stock by a syndicate headed by Ralph Stolkin of Chicago. One of the documents on file in the case sadly quotes a Fortune Magazine article to underline one of the confusing angles of the whole situation. Fortune declared that "the ironic aspect of this whole affair of the repurchase of the stock from Stolkin by Hughes after some unfavorable publicity regarding Stolkin and his associates) is that the syndicate, by its very eagerness to make a fast buck, might have been a distinct improvement over the sort of management RKO has had in the last five years."

Odlum As Peacemaker Reich contends that the decision to bring suit in Nevada was "part and parcel of a plan to deprive this Court of jurisdiction and to confer jurisdiction on the state of the veada." The decision was made, he contends, at a meeting held at the Indio Ranch of Floyd Odlum, fort the film, with 70% of this meet to Hughes the biggest stock-

holder in RKO, who had agreed to act as a peacemaker, Kipn.s and Tom Slack, Hughes' attorney, were at that meeting.

and foir Stack, Rugnes' attorney, were at that meeting.

In the lengthy affidavit filed yesterday, Reich flatly charges defendants and plaintiffs' eastern counsel with "complete disinterest and indifference to the rights and interests of thousands of stockhowsers of RKO." To support this charge he cites a Standard & Poor stock report issued Oct. 20, 1953 which carried the notation that "except for the war years, the company's pro-forma past record has been dismal and its future is uncertain. The shares are not a suitable holding for the average investor and can be held on year outright's speculation."

Reich has written, for the pur-

investor and can be held on y as outright's speculation."

Reich has written, for the purpose of filing, a number of letters to Las Vegas Superior Judie Frank MeNamee, urging an investigation and averring that a cheek-que will disclose that "under the circumstances, the submission of the parties to the Newada juristiction was highly, suspect."

In outlining the reasons for the renewed request for an investigation. Reich told Federal Court here that "as matters now stand, the Newada court has not ordered an investigation. On the other hand, the New York court in connection with the last action filed has ordered an investigation and only in connection with defendants' motion to stay the New York action. Thus, even if the Referee appointed in New York finds collusion, the New York Supreme Court can only deny the motion for a stay. The Nevada action will then proceed. Hence this Gourt is in the best position to order an effective investigation and proceed with this cause."

Exhibs Argue

Continued from page 7

houts. The champ fights have drawn up to 90% of capacity, have been seen in as many as 50 threatres in coast-to-coast hookurg, and have chalked up grosses is high as \$400,000 for a single hout. On the other hand, the week y ND football games to date have played to audiences of 25% to 75% of capacity, here here \$25% to 75% of capacity, here \$25% to 75% of capacity, here here \$25% to 75% of capacity, here here \$25% to 75% of capacity, here \$25% to 75% of

played to audiences of 25% to 78% of capacity, have been seen in between eight to 11 theatres, and have racked up an overall gross of \$43.000 for four games. Despite these returns, feeling of the "continuity" advocates is that the events are building and that by next season the closed-circuit hookup will be considerably expanded. Exhibs carrying the games have pointed out that although the receipts were not socko, they were substantially more than they experienced on regular Saturday afternoons with picture attractions.

There's agreement, though, that the real potential of college foot-ball via theatre TV cannot be real-ized until there is no competition of a comparable event on free home TV. It's noted, for example, that when home TV skipped around to many games in a panoramic presentation (since abandoned), the receipts for the theatre TV telecast the same day increased.

by "Here To Eternity," which wound up its 15th week at the Capitol last night (Tues.). It has dipped below the \$40,000-per-week mark in recent sessions. Pic likely will stay until the Cap is ready to bring in its Xmas film, "Sadre Thompson."

Hits 100 Christmas Day
Day-dating of "The Robe." initial CinemaScope picture, in sone
100 circuit theatres in the NY.
Metropolitan area starting Christmas Day, as now contemplated, is
expected to gross close to \$1,000c30. That is the initial estimate
since the film would go into racin
heuse with a two-week minimula
engagement guarantee. Most conservative forecast is that pos-

NON

Clips From Film Row

NEW YORK

Foreign film importer Arthur Davis releasing the French-made Olivia" as "Strange Conduct" while tag of the Italian-made Mountain Sinners" has reverted to its original title of "Mistress of the Mountains." Both are set for national distribution in January.

BOSTON

Louis Richmond, who, formerly leased the Kenmore Theatre, pur-chased the property outright from estate of the late Louis Rothen-

lowing a couple of months hos-pitalization.

Albert Swerdlove named by
Louis de Rochemont associates to complete seiling of "Martin Lu-ther" in Boston and New Haven exchange territory.

CHICAGO

"Kiss Me Kate" due at Chicago Theatre Christmas Day, but 3-D or 2-D version hasn't been decided upon.

Louis Richmond, who, formerly leased the Kenmore Theatre, purchased the properly outright from estate of the late Louis Rothenberg.

Harry Goldstein, a vet of 31 years as film salesman, 27 of which were spent with RKO, has resigned, effective Dec. 5.

Maynard Levin took over lease of South Station Theatre and reopened it under its previous policy of showing shorts and newsreels. Theatre has been shuttered about three years.

Universal tubthumper John Megrail easing back Into action fol-

Ill., Rialto in Peoria and Virginia in Champaign.

In Champaign.

Illinois Allied celebrating 23d anni with dinner party at Chez Paree Dec. 21.

Bell & Howell demonstrating 16m and 35m anamorphic lens attachments at meeting for Society of Motion Picture and Television Engineers tomorrow (Thurs.).

DALLAS

Trinity Theatre reopened here after a remodeling program.

Statewide Drive-In Theatres, Inc., at San Antonio where they operate four ozoners announce each Thursday will be "request night." Patrons will be asked what pictures they want brought back for return dates on such nights.

for return dates on such nights,

J. S. Thomason, manager of
Orange-Smith Theatres before selling his interests to Owen Killingsworth and associates, appointed by
administrators to head the Athens
Theatres at Athens, owned by Killingsworth who was recently killed
in auto accident.

Ross Aguilera 13-year-old

Theatres at Athens, owned by Killingsworth who was recently killed in auto accident.

Ross Aguilera, 13-year-old youngster injured last year when the ceiling of Queen Theatre collapsed, awarded \$5,000 damages by district court jury in damage suit company there which will make

against Trans-Texas Theatres, Inc., slides and films for TV commer-

OMAHA

Merril Nygren shuttered his drive-in at Oshkosh, Neb., last week after a four-month run. Biz was outstanding although-town (population 1,500) is the smallest in state boasting an ozoner. Nygren is planning seven-month season next summer, starting April. Chadron. Neb., Pace Theatre booked "Tales of Hoffman" and "So This Is Love."

PITTSBURGH

Manos circuit pulled out of Hollidaysburg. When leasing ar-rangement on Manos Theatre was turned over to Jake Silverman, owner-operator of the Blair at Hollidaysburg, he closed the other house, and it will remain dark.

Fablan's Logan Theatre in Al-toona, which was closed all sum-mer and reopened about a month ago, shuttered again by poor busi-

Jack Lewis resigned from Universal sales staff here; branch manager Francis Guehl hasn't yet named a replacement.

George Jaffee, yet theatre owner and burlesque operator who died recently, left 50 shares of stock in the firm of Jaffee-Hirst to his brother, Milton Jaffee, and 50 shares in trust to his widow, Mrs. Rose Jaffee.

Leopold Sartori, a relief manager for Stanley Warner, given a permanent assignment at Stiand naber, Oakland.

Robert Juan, of the Tionesta the atre family, joined SW staff and will take over as Strand manager in Greensburg.

MINNEAPOLIS

MINNEAPOLIS

Booking "Martin Luther" into one of his towns at a tilted scale, circuit owner Bennie Berger deviated from his policy of never raising admissions in his theatres.

On opening day for "Flight Nurse" in Twin Cities, Republic tossed a cocktail party at Hotel Radisson to introduce Capt. Lilliam Kankal, Fourth Air Force chief nurse.

20th-Fox has pair of exploiteers, Abe Bernstein from New York, and Chick Evans, regular division publicity purveyor, working on "How to Marry a Millionaire" which follows "The Robe" into Radio City here, and also goes into St. Paul Paramount.

Indie nabe Granada, formerly a Paramount circuit house, seventh Twin Cities' closed theatre to reopen as against no further shutterings during the past half-year.

Continuing to book film oldies to fill part of its open time due to shoriage of legit touring shows, Lyceum presented English dialogue version of "Bitter Rice" over past weekend.

Doris Schiefelbein, owner and operator of Augusta theatre, Augusta, Wis., near here, won national archers' competition at Two Rivers, Wis., defeating 600 other contests from all sections of the U.S.

Territory's theatres to make an anual audience collections for Northwest Variety club's heart hospital week of Nov. 26.

After three months' absence leave because of illness, William Mussman, Paramount office manager, back on job.

ST. LOUIS

Delbert Wagner of Carmi and Eldorado, Ill., resumed management and operation of Ritz, Crossville, Ill., which had been under lease for more than two years to J. C. Davenport. Davenport and his wife have shuttered their Strand, Equality, Ill., but continue to operate the Nox in New Haven, Ill.

Ill.
Sam and Tony Fiorino shuttered their State, DuQuoin, Ill., for indefinite period.
A 65-foot screen being installed in Fanchon & Marco's 5,000-scat Fox here.
Andy Dietz, prexy of Andy Dietz Enterprises and Co-Operative Theatres, convalescing in Lutheran hospital here after major surgery. Lester Levy, former St. Louis Columbia salesman and later in state rights selling, bedded down in St. Louis hospital.

PHILADELPHIA

Following Stanley Warner houses are now on a week-to-week operat-ing basis: Sedgwick, Ogontz Lind-ley, Felton, Circle and Liberty

ing basis: Sedgwick, Ogontz Lineley, Felton, Circle and Liberty
(Tacony).

Independent Theatre Managers
Assn., which later became the defunct Showman's Club, decided to
hold a reunion next month at Palumbo's. Moe Verbin and Walt
Potamkin are staging the affair.
James Winters named booking
manager for circuit accounts, and
Matthew Judge, booker for the
office zone, in a shakeup at Paramount. Other changes are Trony
LaMonaco, booker for Philadelphia
and Suburbs, and John Kane, as
cashier and office manager. Lou
Fortunate remains as Harrisburg
and Seranton, Pa., booker.

LOS ANGELES

Because of the shortage of new product, Realart Pictures, headed by Jack Broder, is again reissuing 12 films including: "Seven Sinners." "Pittsburgh," "Green Hell." "Eagle Squadron," "Buck Privates," "Jungle Woman," "White Savage Woman," "Scarlet Street," "Son of Frankenstein" and "Bride of Frankenstein."

CALGARY, ALTA.

A. W. Shackleford, general manager of Majestic Theatres, operator of four local houses and president of the Alberta Theatres Assn. reelected for a fifth term as mayor of Lethbridge.



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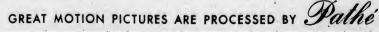
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LET'S TALK THINGS OVER



A timely report by M-G-M that will pay you to read carefully

There's plenty of business to be done with good product enthusiastically promoted. And we're happy to find that our exhibitor friends go along with us all the way in cooperative teamwork that's getting results.

"VALIANT" WORK!

Take a look at the business being done with our Technicolor adventure spectacle "ALL THE BROTHERS WERE VALIANT." Exhibitors are using these press book angles: 24-sheet cut-out; the 8-foot standee in their lobbies; the big National Prize Contest, 4 all-expenses-paid round-trips to Jamaica; the colored lobby stills; the ticket-selling ads; action-packed fronts; lively lobbies; the powerful TV trailers; selling of the stars Robert Taylor, Stewart Granger, Ann Blyth. Valiant work gets "Valiant" grosses.

BRAVO FOR "BRAVO"!

We urge you to send for the promotion-packed Press Book right now on the powerful color adventure-romance "ESCAPE FROM FORT BRAVO"! The trade reviews are enthusiastic. The "Curtain of Arrows" scene is something the folks will go out and talk about and it's just one spectacular part of this picture, rich in showmanship angles. Plus star-power: William Holden, Eleanor Parker, John Forsythe and a cast of thousands.

"MOGAMBOXOFFICE"!

"MOGAMBO" continues to clean up. We've had a wonderful response from our recent trade paper ad on its promotion. Theatre men are getting every last dime from this great Clark Gable and Ava Gardner showmanship attraction.

"KATE" GREAT IN 3-D!

Many showmen will present "KISS ME KATE" in 3-D at Thanksgiving as a result of its success. M-G-M's big color musical delights the fans and critics state that the famed stage hit is even better on the screen. It's the first quality picture in 3-D.

WIDE-SCREEN "QUO VADIS"!

For Christmas, spectacular "QUO VADIS" in Wide Screen is a NEW, terrific entertainment. Better than ever in the new medium. A Perfect holiday offering.

"EASY" DOES IT!

Read the rave trade press notices. See for yourself M-G-M's Technicolor Super-Musical "EASY TO LOVE" the Esther Williams-Van Johnson-Tony Martin Big Show, filmed in the Lovers' Paradise of Cypress Gardens, Florida. It is the industry's Top Attraction for Christmas and New Years.

YOU AND M-G-M!

Gentlemen, we've got the product. We've only talked about a few of the many. Share our enthusiasm for the promotional possibilities of the Big Pictures we're making. Success is a partnership. Let's work together!

P. S. And watch for the next great industry event, M-G-M's First CinemaScope Picture "KNIGHTS OF THE ROUND TABLE" (In Color Magnificence)

20th Willing to Send Out Technicians To Test 'Other' CinemaScope Screens

the country have written to 29th-Fog. stating that they have Walker or other screens not yet approved by 20th and that they want to play 20th's CommaScoper, "The Robe,"

Roming true to its original promise, that it was willing to test various screen makes to determine their applicability to CinemaScope, 20th lass informed the theatre operators that it is willing to send out technicians to make the necessary tests. (Note separate story, this page, on Exhibs Stereophonic Sound reaction).

Sound reaction).
Distrib sucks to the position that II, will book "The Robe" or any other Cinema Scope film only into longers that have one of the two approved screens — the Miracle Mirror or the Astrolite, Both are considerable more considerable more standard screens.

Protecting Exhibs

Attitude of 20th is that it is being stubborn on the screen issue for the sake of the exhibs themselves since it wants CinemaScope

for the sage of the exams tacing eleves since it wants CinemaScone to be presented only under the most davorable circumstances. Argument also carries over into 20th's unrelenting view on stereophonic found which many theatre ops insist they don't need.

Equipment dealers in N. Y. say theatremen are impatient with the 20th approved screens, partly because the latter tend to show keams more or less prominently. Equipment outflix also say that, while Cinem Scope orders are rolling in at a satisfactory rate, many exhibs are bolding back on the theory that 20th may modify its position via screens and sound.

Fact that 20th appears willing to

Fact that 20th appears willing to a herd with test of screen makes go aher d with test of screen makes other than its own is taken as a promision sien by the theatres. It's inderstood too, that in a couple of weeks 20th will take a look at the screen developed by the Translux Corp. Screen is seamless and has a birth reflectivity.

Equipment dealer cond-

Equipment dealer spokesmen say they understand that a number of exhibs are threatening suit against 20th unless the company provides 20th unless the commany provides them with Charmscope product legardless of their installation. Attorness opine that 20th is in its right to dictate what equipment must be used to show its Cinema-Scope. Only possible hitch is that, for most of the screens, and certainly in the instance of the lenses. tamily in the instance of the leases, 20th is the sole supplier of Cinema-Scope gear. No actual case has as yet been tited against 20th for withholding "The Robe" on the basis of a theatre having the wrong screen.

Warner C'Scopes

Continued from page !

Har to CinemaScope but which the na Hovever name made a deal with 20th-Fox for the use of CriemaScope latter label was placed on "The nerScope Command.

tri-dec thins scheduled by the commany are "Hondon," "Phantom of the Rue Morane," "Dial M for Murder," and "Bounty Hunter." Warners is adding to its November to August release slate with two pairs, of reissues, "Princess O'Rourke" and "Kid Galahad" are teamed as noe "Public Enemy," and "Little Caesar."

New York Theatres

- RADIO CITY MUSIC HALL -MEN'S "KISS ME KATE" sterring KATHRYN GRAYSON - HOWARD KEEL ANN MILLER
Photographed in ANSCO COLOR - Print by TECHNICOLOR
and SPECTACY: AR STAGE PRESENTATION



Northio Men Tour Detroit

Detroit, Nov. 17.
Nine managers from the Northio
Mine tricking operated by ABCParamount Theatres, Inc., were in
Detroit last week for a two-day
theatre tour sponsored by United
Detroit Theatres.

Detroit Theatres.

Edward L. Hyman, ABC-Paramount first veepee, and Bernard Levy, came in from New York, Attending from Ohio were James Rairdon, Fremont; Don Utz and Celoy Allen, Marion; Mrs. Sehna Ferguson, Bellevue; Mrs. Nelrose Lentz and Dwight Kirk, Middletown, and William Dodds and Frank Sutton, Hamilton, James Toombs came in from Danville, Ky

'Fewer But Bigger'

Continued from page

out by at least one company topper that the traditional five-to-one ratio of flops vs. hits has a tend-ency to remain constant, regardless of the number of films turned out by a studio. Opinion prevails in some quarters that it's within the industry's power to change that ratio in its favor via a new approach to picture making and sell-

Some exhibs argue that it's a mistake to place an exaggerated reliance on Cinemacscope or other methods of presentation since, within the foresceable future, they might become the industry standard and so widely accepted that their appeal is then taken for granted. Some exhibs argue that it's

'Sure Bets' Limiting?

Theatremen are worried, too, over the studios' tendency to rely too heavily on "sure bets" in picking screen material, i.e., create long cycles of pix of spectacle pro-portions that are aimed to show off the wide screen to best advantage while relying on oft-proved for-

Finally, from the exhib view-point, the accent on "fewer bot bigger" productions has its disadbigger productions has its disad-vantages in the earrying out of normal trade relations since the distribs' whole outlook and posi-tion are apt to be colored by the single objective of making every film go to the limit of its earning

canacity. Position among many of the ma-jor distribs is that, only by elimi-nating the product deadwood and concentrating on a method of hard selling—and long runs—can they survive in the shaping pattern of the nation's entertainment. In the nation's entertranment. In that pattern, they admit, there will be far less room for a "trial and er-ror" policy than before. It it es-iets at all, it'll be the iodies who'll primarily earry the ball.

Less Hostile

Continued from page 7

had made clear to Col that the 3-D

version was their choice, RKO has disclosed that "The French Line" is going out as a RKO has disclosed that "The French Line" is going out as a 3-D'er initially in Texas. It may be made available in the two ver-sion eventually, but said RKO ven-eral sales manager Charles Boas-berg: "Strong audience reaction. berg: "Strong audience reaction, following screenings for executives of Bob O'Donnell's Interstate Circuit, convinced us that the new medium enhanced the elaborate production and should be used for the gala Texas premieres."

production and should be used for the gala Texas premieres."

Friendlier Attitude

Partially responsible for the friendlier attitude toward 3-D among theatreowners has been the results of Metro's "Kiss Me Kate" in both 2-D and 3-D dates, with the 3-D format showing a 40'r boxoffice advantage. However, it's also pointed out that many theatremen had invested large sums in 3-D equipment and are bending men had invested large sums in 3-D equipment and are bending over backward in their effort, via use of 3-D'ers, to amortize their

costs.

Another key point, of course, is that 3-D is now being spotlighted as an extra sales point instead of the principal commodity, that is, with the crop of expensive new pictures, the depth is taking, its place with color, or a name player, as a selling point.

'Glenn Miller' Miami Gala

Universal's 'The Glenn Miller Story," Technicolor musical with James Stewart and June Allyson in the leads, has been skedded for a gala preem at three Miami theatres Jan. 19. Houses are the Miami, Jan. 19. Houses are the Miami, Carib and Miracle. Stewart and Miss Allyson are

Stewart and Miss Alyson as slated to make personal appear-ances and following the opening will tour more than a dozen key critics coast to coast to aid in pro-moting the film.

Hedda Hopper

Continued from page 7

Communists). They hurt us all over the country by taking an almost blood bath attitude. They give the rause of anti-Communism a bad

Says Hedda: No Comment
Reached in N. Y., Miss Hopper's
only comment on the Sokolsky
statement was that she had "no
comment at all."
In Chicago, at the TOA convention, Miss Hopper delivered a surprise attack in which, among other
things, she said the public would
not attend pictures of stars who
had been called before Senator
Joseph McCarthy's committee, regardless of whether or not they
are cleared. In this connection she
"dropped" the names of Ferrer
and Judy Holliday, intimating that are cleared. In this connection she "dropped" the names of Ferrer and Judy Holliday, intimating that she still retained doubts on their political reliability. Exhib reaction to her speech ranged from applause to expressions of disgust and the comment that her attack had been "unfair."

Kate Cameron's Luncheon
Speaking at a luncheon of the
Associated Motion Picture Advertisers in N. Y. last week, News
exec editor Richard W. Clarke as
the featured speaker traced the relationship between Hollywood and
his paper; over the years, recalling
that the News was the first sheet
to show real interest in the flickers
and the people that made them.

that the News was the first sheet to show real interest in the flickers and the people that made them. Pictures, he opined, are here to stay regardless of TV.

Luncheon honored News execs and Kate Cameron, chief News critic, for the sheet's fifth annual film section which was published Sunday '15'. Clarke lauded the companies for their cooperation, noting that 81 pix are represented in the annual. He also pointed out such News innovations as its film time-table, film "star" ratings and the popularity poll which ended in 1940 because the companies "packed the ballot boxes."

Metro advertising manager Si Seadler was toastmaster, News contingent included the sheet's president and general manager, F. M. Flynn: Robert G. Shayon, managing editor; William J. White, assistant manager, and Miss Cameron. Seadler kudoed The News for its aid to and cooperation with the pic biz.

Addeudum From Sokolsky

Hollywood, Nov. 17.

Film industry, which can "teach without pain," was urged to take the lead in the fight against Communism, in an address by columnist George E. Sokolsky before the Motion Picture Alliance for the Preservation of American Ideals at American Legion Hall. The proper way to do the job, he said, is to "avoid blind hatred." He added, "there has not been a successful development in the history of man that was based on hatred." Speaking of the work already done to fight the Red peril and to help persons suspected of Communist sympathies to clear themselves, he warned the meeting that "the weeds are not all gone. Anyone who assumes that we have won a final, complete victory is in early."

Reade, Snaper Snap At 'Stereo'

N. Y. Critics Quoted

N. Y. Critics Quoted

Separately, Allied prexy Wilbur Snaper issed a blast at 20th and Skouras covering broader aspects of CinemaScope but including the subject of stereo sound. He considered Skouras' answer on the question of sound hardly satisfactory and thought the "stubborn attitude can do no one any good, including 20th." He charged the company with completely ignoring cluding 20th." He charged the company with completely ignoring the economic factors involved. Noting that exhibs did not dispute Skouras' repeated references to the grosses on "The Robe." Snaper asks "what happens to subsequent runs and other theatres following these key runs and low can this equipment be paid for?"

Allied has been notified by en-gineers that the processes "both projection-wise and sound-wise" are far from perfect. "We cannot are far from perfect. "We cannot afford to throw money away on experience." he said. He added that "Millionaire" would do biz, but "neither stereophonic sound nor the large screen enhances the value of the picture." He quoted the New York critics to back up this view. "Showing it down our throats is not the way to bring forth a new presentation successfully," Snaper added.

added.
Advice given by Allied on 3-D, Said Snaper, can be applied to CinemaScope, "Be cautious," he says. "Don't be engulfed by the hysteria created through publicity. He added that no one would criticize Skouras "if he were of great enough stature" to change his position on the question of stereo sound.

Market Speech

Allied general counsel Abram F. Myers was equally bitter about 20th's insistence on stereo sound. In a speech before Allied of Indiana last week, Myers said: "When we come to CinemaScope's four channel count is the property of the country of the we come to Cinemascope's four channel sound system, we en-counter a brazen attempt to foist upon the independent exhibitors something that is not needed for the proper presentation of Cinemathe proper presentation of Cinema-scope pictures or any other kind of pictures." He said that the instal-lation of the new sound system "ac-counts for more than half of the total installation cost, and most independent subsequent-run and small-town theatres cannot afford dependent

Reneging charge against Skour-as came from the Independent Theatre Owners of Ohio and fol-Theatre Owners of Ohio and fol-lowed an exchange of letters be-tween ITOO executive secretary Robert A. Wile and executive as-sistant sales manager William C. Gehring. Wile originally notified Gehring that the Ohio unit had a theatre ready—Leo T. Jones' Star Theatre in Upper Sandusky, O.— woich would be willing to test CinemaScope without direction sound in accordance with the offer sound in accordance with the offer which would be willing to test CinemaScope without direction sound in accordance with the offer made by Skouras at Allied's Bos-ton convention last month.

Lacks Prints Currently

In his reply, Gehring said that 20th did not have the prints avail-alle for showing in one-track sound. Gehring noted that a new help persons suspected of Commus mist sympathies to clear themselves, he warned the meeting that
the weeds are not all gone. Anyone who assumes that we have
one won a final, complete victory is in
criver.

"There are Communists here today in this industry, just as there
are fewer remaining in this industry wersties," he declared. "But there
are fewer remaining in this industry who are effective to harm
America than in any unit in the
U. S."

Warning against the danger of
driving wavering Communists back
into the fold by an attitude of
haired, he said: "You can't fight
without intelligence, Every army
knows that. You must have a
sknowledge of the other man before you can meet him at all. And
our knowledge has come from
those who were once Communists
—who risked their lives, their futures and their dignity as human
beings by proclaiming themselves,
to have been in error."

alle for showing in one-track
sound print job would be
necessary and that "neither of
the spobs can be done in anything
twa withholding Code approval.

The MPAA board members quietly
acquiesced by offering no objections to the Breen action. Formal
vocations to the Breen action. Formal
bed up in the regular delivery of
"The Robe" prints to supply situations
that are being equipped with
stree osund installations. Gehring said that after the company
had all the prints it needed in
formal the regular delivery of
"The Robe" prints and that it will
be varily spring before it had
to use fewer remaining in this industure in government and in the unit
be varily spring before it had
to use fewer remaining in this industure in government and in the unit
be varily spring before it had
to use fewer remaining in this industry who are effective to harm
America than in any unit in the
U. S."

Wallis Conforming
Hollywood, Nov. 17.

III all Wallis disclosed
Hollywood, Nov. 17.

III all wallie be resubmitted to the Production Code Administration.

The producer added: "Since we
employ real soldiers in battle
words "Hell" and "damn" in thr

orchestra, which was the introduction and the end of the feature, I cannot honestly say that anything but a good fidelity and high quality sound system was noticeable. I am convinced that any theatre that is equipped with a good and high quality sound system, on a single track, could have played this picture on a 2.55 screen—and with equally good audience reaction."

N. Y. Critics Quoted

will have to install stereophonic sound." Wile told the whole story sound." Wile told the whole story sound. When the told the whole story and stated that Gehring was on the platform when Skouras made it all boils down to a theatre playing "The Robe" now in stereo sound regardless of house size or wait eight months to play it in spingle channel. He ermed it "Clearance by equipment." in his weekly bulletin to exhibs and stated that Gehring was on the platform when Skouras made his offer of the test. He said that it all boils down to a theatre playing "The Robe" now in stereo sound regardless of house size or wait eight months to play it in single channel. He termed it "clearance by equipment."

The ITOO official fired off another letter to Gehring saying "Your letter, can only be interpreted as saying that Mr. Skouras

other letter to Gehring saying "Your letter", can only be interpreted as saying that Mr. Skouras was insincere in his offer or doesn't know what he is talking about." Wile pointed out that Myers asked Skouras if standard prints of "The Robe" had been raade and Skouras had replied that they were available for subsequent use in theatres.

Backtrack on Single Track

Columbus, Nov. 17, "It's all a mistake."

"It's all a mistake."
That, in essence, was the gist of wires received yesterday (Mon.) by Robert Wile, secretary of the Independent Theatre Owners of Ohio, from 20th-Fox prexy Spyros Skouras and assistant general sales manager William C. Gehring, relating to a controversy over a text of CinemaScope in single-channel sound.

Sound.

When Wile suggested that " Robe" be tested in an Ohio thea tre in single-channel sound in ac cordance with an offer made by Skouras, Gehring had written hin saying no one-track prints were savailable now, despite Skouras' statement at the Allied convention in Boston last month that they

in Boston last month that they were.

Wile let loose a blast, which reached Skouras, causing the 20th chief to telegraph the ITOO secretary that prints were available. Gehring also wired Wile asking him to set a date for the single-track test showing in Leo T. Jones' Star Theatre, Upper Sandusky, O., after Jan. 15. Gehring apologized for consulting the engineering department instead of Skouras himself, and also asked for bookings at the Wellman Theatre, Girard, O., and the St. Paul in Dayton.

Asks Policy Reversal

Asks Policy Reversal

Washington, Nov. 17.

Abram F. Myers, general connsel of Allied States Assn. has aked 20th-Fox "to immediately abandon the restriction which it has imposed on exhibitors with respect to the kind of equipment that should be used in connection with CinemaScope pictures."

Hal Wallis

Continued from page 7

these demands would appear inconsistent of "Hell" and "damn" were permitted to remain in "Fire."

sistent of "Hell" and "damn" were permitted to remain in "Fire."

First Time for Par Situation was the first time that Paramount, as distributor of "Fire." had encountered any Code difficulty to the extent that an okay was denied one of its pix. Also, the MPAA directors' meeting was the first tipoff that "Fire" had become the subject of such a controversy. controversy.

controversy,
First five reels of the film, which
is a 3-D'er in black and white, were
shown to the MPAA toppers. When
the sereening was completed,
MPAA exec Gordon White simply
informed the meeting that Breen
was withholding Code approval.

Telepix Heavy Drain on Talent, Sez Thomas, But Won't Swap for Anything

Telepix take a heavier drain, hysically and mentally, on the erformer than any other medium dit makes live TV seem like a Coast Production Outfi it makes live T

That's the opinion of Danny Thomas, a guy who should know. Working in his ABC-TV vidpix series, "Make Room for Daddy," Thomas says he has never been in a medium which took as much out of a performer as .telefilm. The lamenting Lebanese illustrates his point with this quip: "My wife saked me "Why you getting in telepix?"," so I tell her, 'So I can retire in three years.' She asks me, 'You mean you'll make that much money so soon?,' and I tell her, 'No, I'll be forced to."

In a more serious vein, Thomas

'No, I'll be forced to.'"

In a more serious vein, Thomas explains, "On a live show you can figure it's a one-shot, and if missiakes are made they're soon forgotten, but in telefilm you make product which is going to run again and again. Consequently you strive for perfection, and in so doing you put all the energy and effort you have into it.

"It's very very hard work—a

fort you have into it.

"It's very, very hard work—a real grind. Having an audience in front of you—as we do—makes it tougher. Nobody likes to make mistakes in front of 300 people, and this adds to the strain. But we wouldn't think of doing our show without an audience," he commented. commented.

commented.

Thomas said that despite the arduous routine involved in a vidpix show he wouldn't trade it for anything, because this has provided his first opportunity in many years in show biz to be at home with his family.

in show biz to be at home with his family.

Producer Louis F. Edelman answered crities who say there isn't enough of Thomas' standup routines in the series by saying they were interested in permanency, and that Thomas' talents are being funneled out as zealously as though they were uranium. "We don't want to make a series which will use all of Danny's material the first time; we're interested in permanency, and where we find we can weave a song or a routine into the script, that's fine; but we are not going to make the nistake of going through all Danny's material at the outset," he said.

Thomas opined there is an impermanency to the standup comic in TV, commenting a mass consumption medium such as video is wrong for this, and that is why he and Edelman decided on situation comedy.

he and Edelman decided on situation comedy.

Director Sheldon Leonard expressed the opinion that the only way vidpix could be shot with less strain on the performers would be to have upped budgets, with more shooting time.

Ford Backing Seen On Thurber Series

Ford Foundation is mulling be underwriting of a series of artoon productions by United freductions of America of James hurber's "Fables for Our Times." 'artoons would be shown on 'ord's "Omnibus" on CBS-TV.

LPA has already produced and in distribution via Columbia v one such Thurber subject. Inicorn in the Garden." Cartoon-Unicorn in the Garden." Cartoonsty hold the film rights to the remainder of the Thurber tales, and
the film rights a tentative arrangement to
produce the rest of them should
the first rake in enough coin. Ford
got into the act with the tentative
proposal that it would underwrite
the remainder of the films providel they be shown on "Ompibus"
first. Matter is in the talking stage
only, with no agreements signed.
LPA, it's understood, would cor-UPA, it's understood, would correlate the cartoons after the 'Omnibus' showings and distribute them as one feature film.

Daniels' Own Co.

Coast Production Outfit

Hollywood, Nov. 17.

Kingsley F, Horton, who joined the George F. Foley packaging out fit as Coast veepee a couple of months ago, has resigned to form his own production outfit. First on the agenda is a Walter O'Keefestarring audience-participationer, which will go on film shortly.

which will go on film shortly. Firm will represent live talent and package film and live shows, m addition to making industrial pix Horton moved over from CES as Coast sales manager for radio and TV when Foley announced he was going into film syndication. A couple of weeks ago, however, Foley announced dropping of his syndication plans, and Horton subsequently moved out.

'Big Town' Reruns In UTP's Banner 125G WABD Sale

Just to prove there's plenty of coin in those residual rights, Un-ited Television Programs last week nted Television Programs last week sold what's believed to be the larg-est single package of rerun films— 156 half-hours in all—to WABD, DuMont's New York key, for a re-ported \$125,000. Deal provides for limited use of 65 "Big Town" re-runs, plus two-year, unlimited use of reruns from three other vidfilm series.

under the terms of the deal, negotiated by UTP Gutham chief
Aaron Beckwith and WABD station
manager Norman Knight, station
gets unlimited run rights for two
years to 52 "Royal Playhouse" pix,
26 "Counterpoint" films and 13
"Hollywood Offbeat" half-hours.
Big Town" reruns come under a
straight one-a-week setup.
"Big Town" protion of the deal

straight one-a-week setup.

"Big Town" portion of the deal points up the number of times a film can be used. UTP syndicates it under the name "Heart of the City," but on WABD it's called "City Assignment" and it's already played the station twice for a total of 39 films. "Hollywood Offbeat," originally a Marion Parsonnet production, has also played WABD and WCBSTV in N. Y., and will be originally a Marion Parsonnet production, has also played WABD and WCBS-TV in N. Y., and will be showing the third time around. There are only 13 films in all, in contrast to "City Assignment" whose catalog keeps growing with every new weekly "Big Town" production.

"Royal Playhouse" and "Counter-point" are both Bing Counter-"Royal Playhouse" and "Counterpoint" are both Bing Crosby Enterprise properties, the first being the 1950 - Crosby-produced "Fireside Theatre" and the latter the Cro-by "Rebound" series, Beckwith pointed up the value of the pix under the unlimited run setup, explaining that they could be used as a series up for sponsorship, as filmed fillers, as substitute shows in case of emergency, or for any other conceivable programming purpose. ceivable programming purpose.

COAST SCREENWRITERS BUSY—IN VIDPIX

BUSY—IN VIDPIX

Hollywood, Nov. 17.

Vidpix provide a genuine twist in Hollywood's dismal employment situation for screenwriters, which has hit an all-time low of 109.

At Screen Gems, Columbia's telepix subsid, there is a record high of 10 scribblers toiling on various properties for the Ford Theatre, Emmet Lavery is penning "Strange Case of Martin Crawford"; Cyril Hume, "Shadow of Truth"; Karen DeWolf, untitled teleplay; Lou Breslow, "Marriageable Male"; Mary McCall, Jr., "Taming of the Shrewd," and John and Gwen Bagni, "No Daughter of Mine." All these are for producer Irving Starr. Irving Starr.

Hollywood, Nov. 17.

Marc Daniels is withdrawing as director of the Ray Bolger telepix series to develop a company of his own.

Leaves on completion of the first vidillars.

Leaves on completion of the first vidillars.

Irving Starr.

Irving Star

JACK HALEY SERIES IN REVLON TRYOUT

New Jack Haley situation comscries, with the comedian play g a floorwalker in a department tore, gets a "pilot tryout" next month on the CBS-TV Revion

Pilot has been made by MCA which also packages the Revion shows, with future plans for the series hinging on audience reaction to the one-time showcase.

MPTV Deal For 117 Paris-Mades

Syndication Division Film Syndreation Division of Mation Pictures for Television this week wrapped up its fifth distribu-tion deal to date, signing with the newly-formed. Eroils Productions for a series of 117 half-hour vidyix tor a series of 117 half-hour vidpix made in Paris under the title 'Paris Precinet.' Deal was set in Hallywood by MPTV veeps Ed Madden and Lew Kerner with Loms Jourdan and Claude Dau-ohin, who'll star in the films, and Vudre Hakim and Joe Eisinger, who will produce and write the series. The quartet are the part-ners in Eloile.

ners in Eloile.

Films, which will be shot in black and white and in color on location in Paris, won't go into prediction until May of next year, because of Jourdan's legit commitment to Billy Rose to star in Rose's production of "The Innorabst." Total of 117 will be shot over a three-year period, with the first viduix going into release next September.

the first viduix going into release next September.

Aurican and Dauphin recently obtained their releases from 20th-fex and Warners, respectively, to prepare the project. Hakim is a vet producer who did several top features for 20th, while Eisinger's latest screenplay is Metro's upcoming 'Paris Story.' Both leave for Europe next week for advance work on the series. Dialog will be in English, will supporting players English-speaking Europeans.

WCBS-TV's Religioso Capsules to Open & Close Daily Skeds; All Faiths

WCBS-TV is latching on to clergyman capsules to open and close the 'day, as part of its public service spreads. New York key of the CBS web is prepping kinnles of the inspirational talks under the CBS web is prepping kinnles of the inspirational talks under title of "Give Us This Day" with leaders of the three major faiths given equal time, of Five-minuters, will be launched on a Simday (Nov. 29) with a Catholic sermonand thereafter the Sundays will be rotated among the faiths so that each one is included.

each one is included.

As now planned, Profestant Labs will be on Mondays and Thur days. Jewish on Tuesdays and Fridays and Catholic on Wednesday and Saturday. Each faith will be permitted to "trade" on respective holy days, but the station has specified that the "halance" on the sermain on an equal quota basis, thus entting across metropolitan area statisties on membership in the various churches. various churches,

There may be an exchange with the dergyman TVR's of at least two of the web's top owned-and-operated stations on the theory that religious sermons have no geographical boundaries.

FAIRBANKS RERUNS IN NEW WOR-TV PACKAGE

WOR-TV. N. Y., has bought "Douglas Fairbanks Presents" for second and third runs from the NBC Film Division, with package retitled "Paragon Playhouse" for the subsequent-run cycles and Walter Abel serving as host. New York station, in with seconds and thirds on "Captured" (cx. "Gangbusters", is filling up with fourth and fifth reruns in concurrent programming (two nights a week).

Also from the NBC film sector is station's buy of the new "Inner Sanctum" series filmed by Galahad Productions in N. Y.

CBS Film Sales' National-Local Sales Pattern on 'Oakley' Series

Berke Joins Guild Films As Coast Exec Producer

As coast exec froqueer
Hollywood, Nov. 17.
William Berke, yet thu producerdirector, has joined Gudd Films as
exec producer in charge of all
Guild production on the Coast. Appointment was made by Renb Kanf
nfan. Guild president, who is currently setting two additional vidpix
production-distribution deals with
Done Fedderson Productions, with
which he's currently associated on
"Life With Elizabeth."

Barke who in a long Hollywood.

Berke, who in a long Hollywood career has been associated with Re-public. Paramount and Lippert Productions, will take over super vision, on "Liberace," "Elizabeth" and "Joe Palooka," Liberace series. Productions, will take over supersion on "Liberace," "Elizabeth", and "Joe Palouka," Liberace series resume shooting Jan. 5 and will be glob in 35m color Kodarhrome, "Elizabeth" continues its two a week schedule and "Palooka" resumes in a few weeks on the first block of 39 films at Republic Studies.

Snader-Bisno Investors Get \$70,000 Return

An additional return to investorin Bisno-Snader Markovitch and Bisno Television Sales of \$70,000 was sent out last week by arbiwas sent out last week by a trator Samuel R. Roseuboum, the legal hassle remains sna as ever in the case. Efforts to two companies to cash and two companies to cash and-ceivables for dishursement to vestors haven't met with succe Rosenbaum stated.

Cash for the latest disburse-ment comes from payment by B in Frye, Studio Flims topper and a former principal in the bassle; for his purchase of the Snader Tele-scription musical shorts, now his purchase of the Snader Leie scription musical Shorts, now merged with his studio nurical catalog. Investor payments bring the total principal payment for BSM investors to 36% and BTS investors to 18%. Principals in the case aren't being paid out of the second of the students of the the recouped funds.

Effort is currently being made to find a buyer for the stock and assets of BTS for the purpo e of paying off investors, Rosenhann said.

HACKETT TO EUROPE ON 3 VIDPIX DEALS

Hal Hackett, Official Films prexy flew to Europe over the weeken for production lauddles on three series currently being filmed ther for name of the property of th

nan and Serge Glykson.

Hackett will return to N Y in about 10 days, and at that time sales vp. Herman Rush will go to the Coast for a series of sales meets starting Nov. 30 in Los An geles. He'll binddle with his near Coast manager, Ton Corradine and on the way back see his new Chi manager, ex MCA exec Pat O'Counor. Sales staff has been ex nanded, incidentally, with the addition of two former Procker account exees, Charlie Ross and George Gilbert Other additions include Barry Winton, formerly of the Win, Morris office, and Bobby Konn, ex-MCA. Walter Stier has shifted from production to sales in the Official setup.

CBS TV Film Sales has man aged to play both ends against the middle in a manner satisfactory t stations and sponsors on a loca and national basis with its "Anni Oakley" telepix series, and the double pronged sales device maset a pattern for future vidpi selling practices.

Under its arrangement with Canada Dry, which its sponsorin the show on alternate weeks on spot basis in 80 markets, and with the sponsoring the production, which is praducing the property, the difficult is praducing the property, the difficill is syndicating the series on local and regional basis for the alternate weeks in the same market carried by Canada Dry, with provise that the tilms be played of on the same stations carrying the canada Dry showings.

Arrangement makes the property like 5

on the same stations carrying the Canada Dry showings.

Arrangement makes the produced happy, since there'll be films produced during the year bead of the 26 originally planne for Canada Dry. It's agreeable the soft drink firnt, since it gives its property a weekly exposure histead of the skip aweek setuestations likewise go for the setuestation likewise problem in the same reason, and for CB it means more coin via syndication. It also solves another' problem which has been puzzling key vithin excess—question of how to ga a national spot some orship de when key markets are already sol Although CBS lizshift experience the saturation in this case, the a range ment single is the possibilitat syndicators could get alread-old spousors in key markets revert to alternate weeks, allow the national hard-adder to move and share the key with the alread established spousors.

Colbert Inks For Vidpic Serie

Claudette Colbert has Clandette Colbert has final trac, with Rockhill Productio getting the signature of the fit star to appear in a light come series Both Stanley J. Wolf, Rochill prexy, and Don Davis, its sal manager, carried on extensive r gottations with Miss Colbert a agent, Charles Wendling, on t Coast and came in with the psystematy.

Springs: Star's first of 26 will go befo Star's first of 26 will go beforthe legises during the liest we in January, with playwright P. Crabitive growiding the seri-limite will play a sophistical positive distribution of the control of the co

WPIX 'Detective' Vidfilms Grabs Piel's as Sponse

Peel's Beer, through Young Pubriam helped WPIX, N. Y. off the instance hook when off the antimed hook when to bought full sponsorship for to mide's "City Detective" seripilot presentation of a Sanda might three-hour "mystery" blowhich preemed four weeks and "My legy" block, from 7.30 to 30, opens with the 50 hour "Detective" series, startum R Comeron and renegant a week.

"Detective!" series, staining R Cameron and represent a twee-ing change in http://or's.htm.fare

Industrial Film Firm Quits Illinois for Coa

One of the olde t industrial fit production comp nies, Atlas Fit Corp of Illinois, is ishifting part c its, activities to Hollywood whe. TV talent is more abundant.

Larry Monunes, company's gereral manager, closed a deal fit stage and office space on the Samuel Goldwyn lot for a progras of TV series. First will be "De Me In," directed by Loo Marlow Meanwhile the company will col Meanwhile the company will continue its operations on the Illino.

TV Scribes Seek Exclusivity Right, **Equal Fee on Adaptations From Nets**

With negotiations between the Television Writers of America and CBS, NBC and ABC still underway video scripters took time out at a progress report meeting last Thursday (12) to consider some "interpretations" which may result from their contract demands.

from their contract demands.

Group, while asking for equal and standard fees for originals and adaptations on live network productions, is still uncertain over scripter's fee in co-op ventures between webs and independent packagers or producers. Under NLRB regulations, TWA jurisdiction is limited to live teledramas with webs. Ad agencies and telefilm productions are under separate contracts.

Another key question still productions are under separate contracts.

Another key question still un-decided is fee percentages to be shared by outliner and video adapter, or split fees for creator of a TV series and adapter for the

of a TV series and adapter for the particular series.

TWA contract calls for standard script fees of \$1,800 per hour script, \$1,000 for a 30-minuter, and \$500 per quarter-hour. Previous demands of a TWA subsidiary were \$800 per hour script, \$565 per half-hour, and \$350 for a 15-minute manuscript.

100' Re-Use Fee

Besides asking for identical fees for both adaptations and originals. TWA wants a six-month exclusivity right, with web free to pick up option at 50% of original payment. Under the exclusivity clause, scripter is entitled to 100% re-use fee, with web free to retain options every 26 weeks for a tour-year period.

Although TWA has a least one of the serious terms of the serious results of the serious results and the serious results are results.

Although TWA has clearly stated Although TWA has clearly stated its postion on adaptations and originals, there is some question over a categorical fee for an outline which is "literary material." Under TWA contract, there would be two payments for an outline and script, with each writer guaranteed payment for his creation.

A new pitch for coin needed to lower smortization from "ex-cal TWA cost was offered at free meeting, idea, if successful, yould net group an estimated \$10. yould net group an estimated \$10,000 Members were asked to invest \$100 sums over a 10-year period, with interest brunging each C-note subscriber a \$129.69 return. Notes are available to non-members, provided receipt is sinced by a TWA member. Investment pitch, introduced by Brince Marcus, received support, with members contributing more tians \$1,600 that evening. TWA will hold its first eastern regional electors at the end of this month.

POLICE CHIEF SEES TV BIG AID IN CRIME FIGHT

Roston, Nov. 17.

Speaking bettere the Vehicular
Communications Group of the Institute of Radin Engineers here
last week. Detroit's notice stitute of Radoo Engineers here best week Detroi's police com-missioner, Donald Leonard predict-ed that TV receivers will soon be standard equipment in police

Claiming that the installation of two-way radio in Detroit's police cars in 1928 resulted in a skarp drop in crime, the commissioner termed radio comminication. The greatest single weapon in Amer-ica's fight against crime," adding greatest single weapon in America's light against crime," adding that installation of TV receivers for installation relaying of px of wanted criminals or stolen cars would be another tremendous step forward in the crime-fighting setup.

Coast Telethon Sights \$400.000 in Gross Take

Los Angeles, Nov. 17.

Preliminary report submitted to Treliminary report submitted to the Los Angeles Social Service Commission indicates that the gross receipts from the City of Hope telethon over KTLA may amount to \$400.000. Amount to date is about \$320.000, with ex-penses estimated at around \$35.

Commission issued a warning that city ordinances will be strictly enforced in nature telethons. Warning was the result of criticism because of the use of children on the show.

Noblesse Oblige

Hollywood, Nov. 17. There's nothing like plugging

There's nothing like plugging the opposition.

KTTV, owned by the L. A. Times, took its remote show, "Success Story," over to the L. A. Examiner for a tour of the plant and interviews of Examiner publisher Richard A. Carrington Jr.

WPIX 140% Hike **On Film Revenue**

An upswing in film revenue for WPIX. N. Y., following a realignment of station's film blocks was reported by Fred M. Thrower, indie general manager, who estimated a 140% increase in October film programming over a similar period last year.

film programming over a similar period last year.

Thrower, returning to N. Y, after a series of meetings with advertisers and reps in Chicago, said the "Mystery Night" series, solid block of adventure and crime-mystery Sundays from 7:30 to 10:30 p. m. was the "shot in the arm" that boosted station sales.

In estimating a considerable bilings increase in 1953. Thrower has lined up his film strips with a nightly sports block to cover Garden games as well as 10 college basketball games to be picked up from local school gams. In addition to the "Petticoat Theatre" scries which filis a 2:30 to 3 p. m. time slot Mondays through Fridays, station's "Six O'Clock Show" attracted a total 6:31 sponsorshins weekly, including Johnson & Johnson Pertussin. Alka-Seltzer, Motogola TV, Slocik Corp and the Tea Council.

Sponsor appeal is at an alltime

Spousor appeal is at an alltime gh on station's "First Show," high on station's "First Show," with first N. V. run flux receiving 42 weekly sponsored segan instrom national advertisers, including American Chiefe, United Fruit, Sterling Drug, Dunhill Cigarets, Pepperidge Farms and Baume Ben

Cabbie Charges Cantor, Colgate, et al Pilfered 'Maxie,' Asks \$2,225,000

A New York eab driver has filed 82,225,000 suit against Eddic Can tor, Colgate, NBC, the Wm. Morris office and three other individuals charging that Canton's "Maxie the Taxi" sketches on "Colgate Com and sketches on "Colgate Com-edy Hour" were rifled from a book he wrote about his experiences in 1949 - Samuel Silverman, the basekle, tiled the action in N. Y. Su-preme Court through the law from of Hoppenfeld & Hamada.

of Hoppenfeld & Hamada

Action demands payment of \$1,000,000 from Cantor and \$250,000

each from the Morris office, Colate, NBC, Alex Munitord and
John McTigue (identified as writers on the Cantor show) and Daniel S. Mead, literary agent who
handled the manuscript of Silverman's book, "Sitting on My Meter."

Suit also asks that Cantor be retrained from doing the sketch, esks
an accounting and naturent of an accounting and payment

Silverman claims he wrote his book in June of 1949 and submitted it to Mead at a \$200 fee for cor-rection and placement for publica-tion. Mead held it until the follow: tion. Mead held it until the following year and then returned it with the information that it could not be placed for publication, the compaint contends. On Sept. 10, 1950. Cantor began his "Maxie the Taxi" sketches on the Colgate show, and the sketches have been done a total of 32 times, according to the compaint. Silverman says the sketches were exact duplications, in sketch form, of the chapters of his book.



JIMMY NELSON

DANNY O'DAY AND HUMPUREY HIGSBYE ERSONAL MANAGEMENT LOUIS W. COHAN 1776 Broadway, N. Y.

CBS-TV Cops 7 On Trendex 10

time sponsored shows for Nov. 1-7 week shows CBS not only riding in the No. 1 niche with "I Love Lucy" but copping six other places against

VBC's three.	
The scorecard;	
1. I Love Lucy (CBS)	52.3
2. Talent Scouts (CBS)	50.7
3. Dragnet (NBC)	43.5
4. Godfrey's Friends (CBS)	41.7
5. Jackie Gleason (CBS)	39.2
6. Bet Your Life (NBC)	
7. Toost of Town (CBS)	37.4
8. Millon Berle (NBC)	33.6
9. Red Buttons (CBS) (CBS)	33.5
0. Our Miss Brooks (CBS) .:	33.2
In the daytime TV sweeps	tal.es,

CBS grabbed eight spots, drew three out of live on Saturday pro-gramming and the same balance on willi-weekly nighttime as fol-

Howdy Doody (NBC) 13 4 Arthur Gadlrey (CRS) 10.7

Strike It Rich (CBS)	9.7
Big Payott (CBS)	8.
Love of lafe (CBS)	7.9
Children Park NDC	
Galiby Hayes (NBC)	70
House Party (CBS)	7.1
Guiding Light (CBS)	7.1
Search Topportow (CBS)	7.1
Double or Nothing (CBS)	6.5
Daytime Saturday	
Lone Ranger (CBS)	14.4
NCAA Football (NBC)	13.7
Big Top (CBS)	12.
Bod Brown (CBS)	8 (
Space Patrol (ABC)	7.3
(Sight Multi-Weekly)	
15	
Perry Como (CBS)	19.5
Eddie Fisher (NBC)	16.7
Jane Froman (CBS) Jane	14 (
D Fowards News (CBS)	13.6
Dinah Shore (NBC),	

LESTER DAYTIMER MAY GO NETWORK ON ABC-TV

ABCTV brass are considering patting Jerry Lester's daytime show on WVBCTV, the net's Gottam Bugsbur, on a full network basis after the first of the year. Program currently occupies the 2 to 3 p. m. slot, but if it were put on the net, it would probably be moved to the 3 to 4 time, leading in to the net's current daytime line-up of two half-hours.

One of the his abstacles to the

One of the hig obstacles to the project is the tact that the other two daytimers, "Turn to a Friend" and "The Ern Westmore Show," are still sustainers after six weeks. Understood net won't put Lester on until one of the two sustainers is sold. Lester show, incidentally, is sold out locally.

Jerry Capp to TPA

Jerome B. Capp, former treasurer of Capp Enterprises, headed by cartocoist Al Capp, has joined Television Programs of America as national director of advertising. Kansas City—U. of Kansas City
will lnaugurate the first college
television course in Kayeee via a
half-hour weekly telecast on
KCMO-TV titled "You and the
Law." Televised instruction will be
supplemented by correspondence
courses,

Telepix Reviews

THE WORLD'S MY OYSTER

(Ford Theatre)

Hollywood.

Filmed by Screen Gems for Ford Dealers G. Walter Thompson. Producers in the Frederick Stephanly teleplay, Stephanl and Scrived Herze from Crising Stars; director, Frederick Stephanly teleplay, Stephanl and Scrived Herze from Crising of the Grant Cast Charles Coburn, Rosemarie Bowe. Cast: Charles Coburn, Rosemarie Bowe. Leater Matthews. Robert Burton. Todd Karne. Gladys Huribut, Harry Harvey, Frank Carter, George E Stone, Tom Kennedy, NBC-TV; 30 MINS.

Comedy gets a fast ride in this slab of celluloid that ripples and surges around Charles Coburn, a big shot millionaire who'd rather, be a park bench bum. It's giddy fun with a few threads of light to weave the spell of romance.

With monocle and hearing aid, Coburn motivates the spread of humorous incidents with all the chuekling asides, He is hounded by a vigilant servitor, who forbids him drink and tobacco and breaks up an old, warmed-over romance. Meeting up with his "double" on a park bench, he gives him \$500 to make a speech for him and ducks away to go fishing, When two young lovers quarrel he patches it up and the town's mayor to him is "Stinky."

Story is mostly strung-together

is "Stinky."

Story is mostly strung-together incidents that adds up to a frolie-some session. Coburn whips up the froth with rich icing of his natural comedic bent and is well supported by Rosemarie Bowe, a teleworthy maiden, Lester Matthews, Robert Burton and incidental abettors. Frederick Stephanis direction is reined with a light touch for shaded comedy. For Ford, Dr. Roy Marshall reduces hydraulic pressure to lay understanding. Helm.

AWARD PERFORMANCE
(Revion Theatre)
Ilollywood.
Filmed by Revue Praductions, Director, Phil Karlson; slovy and teleplay Sonia Chermus; comera Gibbert Warrenton; editeral supervisor, Rick; id Currier; filmedito, Michael R. M. Allachay, Scott, Joan Camero, Grill Barnett, Lisa Golm, Al Sarcent, John Eurocca, Royh Lee, Lapty Rio, Ralph Reed, CBSTV, 20 Mins.

Off form, the combination of two

Off form, the combination of two diamorous professions—theatre and newspapers — should provide a sound basis for fine theilin entertainment. "Award Performance," however, just manages to make the grade as, average lare because of some cliched dialog and stifted performances.

Sonia Chernns yarn opens with an impressionable kid standing in the rain in an effort to see her idol, the mystery woman of the theatre. She tindly gets in and her apparent burning love for the theatre. She tindly gets in and her apparent burning love for the theatre prompts the star to unburden her past in which the pull of the stage took her away from her child's bedside as the infant struggled with a tada fever. This, of course, brings about a divorce which led the gal to all sorts of stage work before she hit the top. Turns out the yonnver rad is a reporter assigned to penetrate, the mystery of the star's beckground, but she's so impressed she refuses to write the stery.

Phil Karlson's directorial pace is trequently plodding and he gets in the help from Arreina Field, never crediths as a top legit siar, nor Zaebary Scoti, Either wooden as her husband, Jonn Camden is excellent as the gal reporter and sparks every scene the's in. There's average support but the technical credits are on the minus ide.

average support but the teccredits are on the minus ide

SOLOMON IN AIL HIS GLORY (Death Valley Days)

Filmed by Fring A Productions for Parting Caset Ropes McCam Erickson, Production for Parting Caset Ropes McCam Erickson, Production of Detrell McGowan Gelplax, Mys. Ruch Woodman, comera, William Bradford, Casy James Grittib, Phyllis Coates, Cloria Winters, Leenard Penn, Coulter win, Endney Birlin, 150 Devin, 30 mins Janks, Jammy Hawkin Jo Devin, 30 mins

for the fluffy femme. It's such a good issue that the jealous ed, by this time given the air by the eastern doll, tosses him out and he takes it out on the bottle. But when his little pal. Jimmy, gets trapped in a mine cave-in, he gets cold sober just like that and the big rescue is flashed across the nation.

nation.

Phyllis Coates, as the sheet's society editor, kinda likes Griffith, drunk or sober, and—contact. She's the best of the actoring group and plays the part with naturalness and restraint. Griffith is acceptably efficient and Miss Winters well-mannered for the directorial demands. Leonard Penn leans heavily on the menacing aspects with standard emotions and the rest do what they're told. Stuart McGowan's direction makes the most of Mrs. Ruth Woodman's tepid tale.

of Mrs. Ruth woodman's tale.

KTTV should watch its timing better. Channel was so cluttered with spot commercials that program didn't get on the air until five minutes after its cheduled time. It's a sure way to lose lookers.

Helm.

OUT OF THE NIGHT
(Four Star Playhouse)
Filmed by Don Sharpe Praductions for
Sinver Sewing Machine (Young & Rubh
ann) Executive producer, Sharper, noducer, Warren Lewis; director, Chais
Sharper Replay, John and Gwen Bayer
Visor, Bernard Burton; art director, Ediph
Berger.

visor, Bernard Burton; art unecus Millican, Eeger Cast: Frank Lovelov, James Millican, Frances Rafferty, Rhys Williams, Victor Frances Raffe, Gerstle, Steve Pendleton, John Myll, Gerstle, Steve Pendleton, John Benks, CBSTV, 10, Mins.

Out of the night and into your living room comes a rocketing drama of the waterfront with all its grisly overtones. Story trkes so many turns that to miss a line of dialog or a flecting foot of tilm renders unto viewer a mild state of confusion. However, it's strongly flavored melodrama and convincingly enacted by a cast of experienced hands led by Frank Lovejoy. Piece was filmed as a pilot on the theme of the radio series. "Night Beat" and should arouse some interest in continuing form. Lovejoy, as a noscy newsman. Lovejoy, as a noscy newsman. Lovejoy, as a noscy newsman capies a diver making the descent in the Chicago river to retrieve a purse for Frances Ratterty. She pays him \$50 for the job and disappears into the night. The supposes picks up from there and takes a short detour when the divertells of a body in the river. As the story untolds, the purse contained \$5,000 and a gim, the body was that of an ex-husband who shook her down for the doich, and it was assumed that he was pushed into the river when he sought to collect. It all ends with the tender observation. "What have we got in this cockeyed world but fells enough the true is the following that the tender to the total servers."

each other."

For Lovejoy it's a roun, the type of play that fails snugly into his niche. Miss lafferty gives a rood emotional display and James Willican is capital in a testy-role. Others perform to good effect and Chris Nyby's direction of the thoin and Gwen Bagni script is trut and suspenseful.

Helm.

MELODY IN BLACK
(Pepsi-Cola Playhouse)
Filmed by Revie Production, Docots
Leshe II, Martinson, Story and religible
forms Giffin; camera, Gilbert Warrindon
cultorial experyesor, Richard Chryson, Illian
Cast—Noney Gates, Robert Paice, Paic
Grace, Derothy Green John Gallanet
George Eldridge, ARCTY: 30 Mins.

Telescribes have profited by some of the old maxims. "Mebdy in Black" is built around the cue about a little good in anyone. If you'll huy the Pollyanna approach and the telegraphed twist, the latest in the Pepsi-Cola Theatre sories passes muster as average entertainment.

The Solomon in this fale of the old west is not the wise old bloke but the town drunkard, who sobers up long enough to become a mathonal hero. It plays moderately well if not too evenly and is no tax on the intelligence. The cast redecems a story that falls back on such headline events as the Floyd Collins and Kathy Fiscus cave-ins for suspense that doesn't suspend. It's too patent that the town hum will arouse trom his stuper and rescue the imprisoned lad.

James Griffith, as the no-good with an inequenchable thirst for the hard stuff, is in no shape to meet his beauteous sister from the east, Gloria Winteys. The towns folk clean him up, keep him away from bars, and pose him as the town share except the cast, Gloria Winteys. The towns folk clean him up, keep him as the cast, Gloria Winteys. The towns folk clean him up, keep him as the asteroid with the series of the control of

TV'S 'ONE BIG ROOF' PAYOFF

Everybody's in Detroit

With apparently many millions of dollars in automotive sponsushin coin in the balance, the parade of the network sales forces and Detroit has been under way the past few days. Unofficially its 'Television Week' in the motor capital as each of the major webs is putting its best charts forward and making with the attrogive presentations in a bid to get slice of the bulky TV ad coin. NBC, which has had a tochoid on the General Motors biz the \$4,000,000 allocation for the NCAA Saturday afternoon grid schedule. Dinah Shore's Chevrolet Show, Milton Berle's Buick extravaganza, etc.! is pitching for some additional GM budgeting, now that the NCAA gridfest is in the windup stage. But so are all the other webs, especially now that this is "buying time" as the prefude to the "grand premieres" of the 1954 models.

With automotives now cumulatively recognized as one of the Top Three spenders in television, the rewards are high. Nobody's taking a chance on missing out.

Court Nixes Ban on Philly School Red Probe Telecasts, Even Into Schoolroom

Philadelphia, Nov. 17.

Federal Judge George A. Welsh insed a last-minute move to keep the House Un-American Activities. Committee probe of Communism in the Philadelphia schools off the air, when he refused to enjoin station WFIL-TV from telecasting the investigation, which began yesterday (16) in Federal Bidg.

Five unidentified witnesses subpoenced to appear before the Conversional committee came into U.S. District Court Saturday (14), represented by a quintet of lawyers, and sought a restraining order that would have kept the school probe off the TV receivers. Following a short hearing in his chambers, Judge Welsh announced:

Following a snort nearing in ms chambers, Judge Welsh announced: I could not allow this petition in good conscience." He added, how-eyer, that "witnesses who do not want to be televised can stand on their Constitutional rights. Then

their Constitutional rights. Then they can come before the court for remedy."

Judge Welsh impounded the petition and the affidavits attached to protect the names of the petitioners, stating "it would be unfair to subject them to pre-hearing publicity."

One point raised by the petitioners was that the hearings would be carried by WFIL-TV into the public schools. (WFIL-TV letecasts daily to the school from 11 to 11:15 a m.). It was said the school program would be cancelled for the three days of the hearings "but it is entirely up to the schools whether the hearings are brought into the classrooms."

Murrow's 'Person'

n to Person" long-distance inter-we series on CBS-TV may be used into a quarter-hour radio ation pruned down from the Pri-x balf-hour. To extract the shight values of the two-home terviewee setup, all the strictly stal references will be eliminated of Murray would tree a few in

aural version will be at a Satur-or Sunday exposure with con-of show from previous Friday, at refusal will likely be pitched Muoco, which picks up the check the cast for the mother show, incest sponsor is Hamm Breva-lincidentally. Amoco will in underwrite "Years of Crisis." Ed Murrow-fronted annual re-wwhich will cut in CBS Radio somen from all over the world a 3-p m. session on New Year's

Bowling a La 3-D

'Fortune' Makes Grade

with "Wheel of Fortune" celebrating its first anniversary, a spokesman for the Friday morning hour stanza on CBS-TV took the occasion to make an historical pronouncement as follows:

"What makes it really unusual is the fact that the show has been sustaining ever since it hit the airwaves, making it one of the very few TV shows that have sustained for their whole first year on the screen."

TV Scripters To Get Equal Status in ALA

Plan to reorganize Authors League of America under which television writers would have equal status with authors, dramatists screen and radio writers, was reported by Edward Mabley, chairman of Television Writers Guild's exec committee, at the biennial meeting of the ALA last week in N. Y.

TWG membership in ALA has increased 85% in the past two years according to Mabley, with video scripters in ALA totaling more than 430. TWG reps, working with components of ALA, are engaged in working out details of the proposed reorganization plan. In his report, Mabley outlined distributions of the proposed reorganization plan.

In Radio Edition

In his report, Mabley outlined administration of three existing TV collective bargaining agreements. These were: 11 on the news staff of NBC-TV, N, Y; 22 engaged as freelance writers by independent packagers of live video network programs; 13) engaged as freelance writers by independent packagers of telefin programs; 13) engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers of telefin programs; 13 engaged as freelance writers or on staff of independent packagers.

New reorganization plan. Mabley noted, would supersede the pending TWG request for Guild status within existing framework of the ALA.

Merman 'Preview' Status

As Durante Guester
Although Ethel Merman will
head up a pair of "Comedy Hour"
shows in January and February,
she'll come into "preview" foeus
Dec, 6 on that NBC video stanza
as guestar for Jimmy Durante.
Current plan is to have the Schnoz
return the compliment by guesting on Miss Merman's first outing
for the Colgate show, slated for
Jan. 24.

Miss Merman's swoond Culture

FOR VIDEO LIVING

By GEORGE ROSEN

Hollywood, Nov. 17.
CBS-TV City, which marked its first anniversary on Surday 115. when Edward R. Murrow in a specially-prepared half-hour show took viewers on a filmed tour of the \$7,500,000 Gilmore Island (1.A. show place, is now operating at almost maximum capacity. That's a far cry from the "ghost flow" status of TV City in the initial weeks following last year's official dedication when, with the exception of "My Friend Irma" (CBS carrying the torch for live Hollywood TV originations appeared all but a lost cause.

Geared for a 25 half-hours-a-week operation, TV City, endowed with that "one year later" look, is now grinding 'em out on the west-to-east video circuits to the time of 17½ hours weekly. But counting auditions for upcoming shows, rehearsals, etc., TV City is no louger "Paley's Folly, but an umbrella tor a seven-day-a-week light schedule of production activity which finds its four studios already taxed and its once-deserted parking lot suggestive of a flourishing used car lot for top quality '53 models.

In contrast to the lone "Irma" entry of a year ago, here's the No-

In contrast to the lone "Irma" and the quarter ending Sept. 30 and the quarter was follows on the sept. 30 and the quarter within the sept. 31 and the quarter within the sept. 32 and the quarter within the part of the corresponding periods of 1952 and marked rise over the corresponding periods of 1952 and marked rise over the corresponding periods of 1952 and marked rise over the corresponding periods of 1952 and marked rise over the corresponding periods of 1952 and mounted yesterday (16). 32 and the quarter within the quarter within the part of 1952 and mounted yesterday (16). 32 and the quarter within the part of 1952 and mounted yesterday (16). 32 and the quarter within the mounted yesterday (16). 32 and the quarter within the mounted yes over the corresponding periods of 1952. 32 and the quarter within the quarter within the mounted yes over the corresponding periods of 1952 and mounted yesterday (16). 32 and the quarter within the mounted yes over the corresponding periods of 1952 and mounted yesterday (16). 32 and the quarter within the mounted yes over the corresponding periods of 1952 and mounted yes of 1952 and mounted yesterday (16). 32 and mounted

Hwood TV Film Control

(The West Coast, of course, wins hands down as the TV film capital, The West Coast, of course, whands down as the TV film capital, with practically the whole roster of pix falcut recruited for gnestaring or as regulars on the multiple balt-hour drama entries. CBS own stake in the vidpix field cucompasses such major attractions as the Borns & Allen show "I Love Lucy." "Our Miss Brook..." and the syndicated "Anios m' Andy" series, none of which, however, are being shot within the contines of TV City, which CBS has deducated to the perpetuation of the programming, (Under the architectural auspices of William Pereira and Charles Luckman. TV City shidos can easily he converted for color, as well as for film, but stalenates are so involved that pix positions automatically climinated.

A number of new Hollywood.

nated
A number of new Hollywood originating TV shows are on the upcoming CBs agenda and the fact that all of them are on a live basis is indicative of the network's but to cubance TV City's (and Hollywood's Jaturre in non-filmed video, The chia hade such items as "Van-As Durante Guester

The seinched such items as "Van dy and Mrs. Fair," a half-hour stinger of the fields and the Merkel; the Eddie May Boy "the new Ed Wynn show. A Foul and His Money" (comprise the into "preview" focus in that NBC video stanza ar for Jimmy Durante.

The seinched such items as "Van dy and Mrs. Fair," a half-hour stinger on the Eddie May Boy "the new Ed Wynn show. A Foul and His Money" (comprise the new Ed Wynn show. A Foul and His Money" (comprise the first Mrs. Money (comprise the comprise of audience-participation, comedy and recreation of the extradio show. "Earn Your Valideo which projected Steve and the show that the show the projected Steve and the projected Steve and the show the projected Steve and the projected S Detroit, Nov. 17.
A novel twist has been planned the return of Fred Wolf's Howing Champions' on WNYZ-TV. A camera platform has been built directly over the pins, allowing lens to pick up the ball as it is delivered and follow it down the adley and into the pins.

The ball will seemingly roll right into the viewers, laps—a la 3-D.

The ball will seemingly roll right into the viewers, laps—a la 3-D.

The ball will seemingly roll right into the viewers, laps—a la 3-D.

The ball will seemingly roll right into the viewers, laps—a la 3-D.

The ball will seemingly roll right into the viewers, laps—a la 3-D.

The ball will seemingly roll right into the viewers where the estandio show. Earn Your Valence the estand

H'WOOD'S DESIGN General Foods' Radio Budget Axings **Cue Some Apprehensions for 1954**

Oldtime Enterprise

Oldtime Enterprise
Hollswood, Nov 17
KTLA, frozen out of the
pooled telecast, resorted to
pre-microwave technique to
present ex-President Triman's
talk Monday night (16).
Nets nixed the indie station's pitch, so topper Klans
Landsberg used andro, of the
Trimani address as he spoke,
flashing on the screen a newsreel and still shots of the former President, a technique
commonly practiced before re
lay reached the Coast.

Philco Sales Up; \$96,649,000 In Third Quarter

Philadelphia, Nov. 17 Phileo Corp. sales and canner for the first nine months of 193 and the quarter ending Sept. 3 showed a marked rise over the

DEATH HOUSE PAROLEE ON CBS RADIO SERIES

Study of a parolec disclored from prison after serving a term since 1931 will be made on the seventh of CBS Radio's Feature Project series being ancel next fiday 27. Web's Washington gorre-pondent Eric, Sevarent will recently this shows

correspondent Trus Sevared with narrate the story. "Barole File 732," to be produced by Al Morgan, will be beed on a care of a convicted manderer who spent II years in the death house. Sentence was commuted to file impresonment and late he was noted on recommendation of the Colorado, Parole Board. Story, Novins, CBS director of Public Marian is being produced to the file recorders into the person, or cered the final week of the file person career and their invested in attempt to adjust to the outside world.

traced his altempt to adjuct to the countries world.

I Previous ethats on this serie comprised "Bomb Target USA" with Arthur Godfrey marrian.

"Green Border, with contout by Edward R Murrow, Class of 32" Anthony Series and Godfrey marrian.

"William G Douglas commenting" Safty Parallel—USA, "with the William G Douglas commenting with U.S. Supreme Contributes with narration by Bill Downs and "This Game of Barschall," with background gab by Bing Cross by background gab by Bing Cross by Barschall, with background gab by Bing Cross by Barschall with the background gab by Bing Cross

Decision of General Foods to thin its broadcasting budget, no tably in radio, has sparked some apprehensions on the late of net-work radio in 53.4. There are well rrounded reports that some of the programming will ease their way crt in tayor of national spot and local-buying All of which sug-gests that, come next season, and network radio will be faced with the task of gearing operations to an even more stringent economy. General Foods' radio ase will

an even more stringent economy, General Fouds' radio axe will fell on such entries as "Father knows Best" (NRC), "Ginsmoke" (CBS) and Roy Rogers (NBC), ax result of decision of the GF Post Cereal Division to curtail expenditures on the final quarter of the current semester. Also taking the GF rap will, be one Post Cereal TV entry the "Rocket Rangers" show on CBS (Remaining undistuited will be sinen major GF attactions in TV as "Mania," Boh Hope, Red Buttons and "Our Miss Brooks.")

See WCBS Hypo In Driscoll Pact

Tapping of David E Driscoll by WCBS Radio last week as director of news and public affairs, effective nest Monday (23), came at a time when the CBS parent of the N Y flagship was realigning its network news start in the U.S. and elsewhere The Driscoll appointment, beinging a veteran new surin into the lineup, is primed as indicating a more concentrated effort in strengthening the local news structure, with Driscoll expired to step in as coordinated offort in strengthening the local news structure, with Driscoll expired to step in as coordinated of the coordinated of the coordinate of the coordinate

On the network side, George therman, tornier Korea lookout, got the rode as White House contespondent, replacing Bill Costello, bot it be rea semed in 1. C. Bill Downs, ex Wa brington, staller, exiting the contest of the contest of the same of the award a new heat battier, for 14 years mall 1952, Driscoll agreement bad been with WOR N. Y. and with a feel with the proposition of the proposit

DiM Axes 'Mono-Drama,' Plotting Lester Buildup In Late-Nite Sweepstakes

Late-Nite Dweepstakes
Du Mont programming chiefs
are realizing their midditime
schedule with plus to see the
Mone Duena's cire in taxor of
a fibritis come on the style of
NiC' Steve Mich
-'Mono-Duagna which is losing
it Brod Quick pon or je skedded
to be shelved in four week, Web'
'Anthor Meets the Crine'' skedded
a few week 1850-for a better line
for will kinkoll ometime on Sime
also will kinkoll ometime on Sime
Touper vice (adung to not) protoothall vera "to ench before lining
up a pre- sanday artermoun, block

Still Lotta Gold in Radio's Hills, Sez FCC'er; TV Won't Run It Into Ground

Boston, Nov. 17.
Television has changed the
listening habits of Americans but
there is no indication in the "foresecable future" that radio will lose
its audience or its ability to sell
time, FCC Commissioner John C.
Doerfer said here last night

In an address before the Radio In an address before the Radius A TV Executives Assn. of New England, Doerfer predicted that "not only the convenience of radio but the different appeal of radio will support a sustained demand" for the aural media.

for the aural media.

In addition, Doerfer saw "new horizons in the near future" for radio in the development of the transistor; for mass production of sets no larger than a wallet or wrist watch. This contribution to the personal needs of the listener, he said, "should give further assurance to the radio industry that there will be a long and continued demand for radio."

Pointing to early feers by heard.

demand for radio."

Pointing to early fears by broadcasters that the lifting of the TV
freeze would "inundate" the radio
field, Doerfer cited FCC figures
showing that 164 new AM stations
have come into operation in the
last year and that the number of
outlets on the air as of October
was 2.488. He noted also that a
smaller percentage of stations lost
money last year than before World
War II.

As further evidence of radio's

money last year than before World War II.

As further evidence of radio's growth, Doerfer cited industry figures showing that output of radio sets for the first nine months of this year was 35% higher than for the same period of 1952. And although more than half of the 10-000,000-plus sets produced this year were for replacement, he noted, 4,000,000 sets were for "new areas of listening." This indicates, he said, that "there is still a lot of gold in some hills."

Statistics

From a broader business standpoint, Doerfer cited economic statistics showing a continued rise in population, purchasing power, accumulated savings and advertising revenues. "Thus," he said, 'there is no apparent reason why TV should run radio into the ground."

Doerfer predicted that the num-(Continued on page 42)

Cleve. Home Ball **Nixed for Tele**

Cleveland, Nov. 17.
Cleveland baseball club ruledout TV for all home games next year, permitting telecasting only of 77 road games. Pfeliffer Beer, which sponsored TV home games for the past two years, dropped option today 'Tues.'), although George Medinger, ball club official, indicated sudser is interested in out-of-town video.

Club blames dropping attendance as prime reason for the new policy, although Medinger says TV is not exclusively at fault for the drop. Medinger added the club will help the sponsor meet costs for out-of-town line fees estimated to send TV costs up by \$200,000. Cearance of coaxial lines from other seven league citles is also in other seven league citles is also in

other seven league citles is also in Coubt.

Medinger denied the club would switch from VHF to UHF in effort to teach fewer TV homes Switch had been suggested as possibility to like ball club attendance and get away from over 900.000 area TV sets.

New policy doesn't affect radio.

TV sets.

New policy doesn't affect radio. which has two more years to go, with Standard Brewing Co. sponsoring. Only problem as an announcer to assist Jimmy Dudley, with expected successor to Jack Graney to be named within 30 days.

KODY's Hosp Drive

Omaha, Nov. 17.

A 4½-hour broadcast over KODY
raised \$41,700 and assured North
Platte a new memorial hospital
last week.

John Alexander, KODY manager, cancelled programs until
amount needed had been subscribed. It was biggest one-day
fund raising campaign in that city's
history.

Stanton Stance

CBS president Frank Stanton won industry kudos last week for his public stand on week for his public stand on the Phi Delta Theta frat to which he had belonged for 25 years until exiting it on the ground that its religious ban embarrassed him. The 100-year-old constitution of the frat limits membership to those of the Aryan race, similar to Hitler's w.k. stance. Stanton said he didn't knew of this exclusion when he joined in his college days at Ohio Wesleyan, He also informed the college newspaper, Ohio Wesleyan Transcript, of his resignation. resignation.

Some time back, chapters at williams College and Amherst, both in Massachusetts, were suspended by the national group because they pledged Jews. Despite alumni pressure, the constitutional racial cretics, he not home reproduct sure, the constitutional racial section has not been repealed. Stanton had waited for a change in the constitution, but with none forthcoming, he said he could no longer hold membership in a frat espousing such discrimination.

Anheuser-Busch to Air Play-by-Play of Cards' Ballgames Next 2 Years

St. Louis, Nov. 17.

St. Louis, Nov. 17.

Anheuser-Busch, Inc., which purchased the Cardinals last season, has hired Harry Caray to do the play-by-play of all games during the next two years. In addition, Caray will do other sports events for the sudsmaker starting Dec. 4. For nine years, Caray spieled the b.b. stuff for the Griesedieck Bros. Brewing Co., but when Anheuser-Busch took over the team and ball park Griesedieck bowed out of the picture. picture.

caray's stuff will start the spring training season in Florida and continue both at home and on the road, with KXOK being the originating station. August A. Busch Jr., brewery prexy, said plans for televising Cardinal road games are being studled and he expected many of the games would be teeveed to St. Louis, the exact number being still undetermined.

The question of who will be

The question of who will be Caray's sidekick at the mike hasn't been settled. For the past several seasons Gus Mancuso held down the post, but he has since been taken into the Cardinal organization to scout players and watch 'the club's minor league teams.

Detroit — Wayne U., in cooperation with WJBK-TV, has inaugurated a 13-week, half-hour, once weekly show, "Designs for Living." Featuring Marco Nobili, doctor of architecture, it will Include city planning, shopping and civic centers, the growth of architecture in America, house planning and design and interior decoration.



The Name Is WM. KEENE The number is LE 2-1100
The question is:
WHAT HAVE I DONE
FOR YOU RECENTLY?

1 Loss, 1 Gain For 'Omnibus'

The Ford Foundation "Omnibus" on CBS-TV is losing one of its three sponsors at the end of the year, but is picking up another to even the score. American Machine & Foundry is dropping out late in December, with Kelvinator moving into the picture early in January for the show's final 13-week stretch of the season.

of the season.
"Omnibus" pacting marks the reentry of Kelvinator into the TV
picture after a long lapse. Previously it had sponsored the Paul
Whiteman "TV Teen Club" show
on ABC-TV. Parent company.
Nash-Kelvinator, was also involved
some time back in bankrolling the
"Nash Theatre." but auto company
is presently without a show.
"Omnibus" this season has been
geared for a four-sponsorship ride.

gearcd for a four-sponsorship ride, but only three are sharing the tab. Others are Scott Paper and Grey-hound Bus.

DuM Pro Gridcasts' Hefty Sun. Audiences

Strong indications of pro-foot-ball's video appeal were substan-tiated by a Nielsen National TV Index for the two weeks ending Oct. 10, with football ratings for DuMont's Sunday games at 24.0, 24.9, and 26.5 for three games re-ported.

ported.

DuMont's telecast of the San Francisco-Los Angeles game Oct. 4 scored a better rating than all other web shows that Sunday evening with the exception of NBC-TV's Mr. Peepers, "3.11, and CBS-TV's Jack Benny, 30.2. Because hours later in midwest and east.

Becenuly Bert Bell National

Recently, Bert Bell, National Football League commissioner, reported a pro-football attendance increase of 133,853 for the first 42 games of this year compared with a similar period in 1952, or an added 3,000 spectators per game.

Who's Friends, Anyway?

In one of those rare instances of a "friendly" rib in public, WOR, N. Y., last week ran a large ad in the N. Y. Journal-American poking fun at a WNBC ad run previously in the Herald Tribune. Oceasion for WNBC's ad was the bow of deejay Allyn Edwards in an early-morning slot on the station. Reason for the WOR spread was that WNBC's blurb talked about "frustrated comedians" occupying the morning airwaves, and WOR's John B. Gambling didn't think he fitted into that category.

So the WOR spread was captioned: "John B. Gambling, well into his 28th year on WOR, welcomes Allyn Edwards, well into his 28 week on WNBC, to the wonderful world of wakening New York." The NBC key's blurb was headed, "Don't be afraid of your radio," and went on to talk about "frustrated comedians... slamming doors, slamming jokes and slamming each other. Noise, wornout puns, tired jokes." The NBC key went on to state that the audience would find Edwards a "great relief." Gambling, in the WOR spread, blandly asked if there "are really folks like that," referring to the frustrated comedians, and claiming he's "been too busy to notice."

While the WNBC spread was strictly a consumer pitch, the trade took it as another of the WNBC-WNEW outbreaks. Edwards is moving over from WNEW, replacing Gene Rayburn, another ex-WNEWite. Twist is that Rayburn & (Dee) Finch team. WNEW now has Finch teamed with Gene Ralvan, with the format music and comedy. The WNBC ad was probably a slap at them, but WOR got into the act and took the play away.

Sylvania's Well-Swept Secret

There have been so many leaks on Sylvania Award winners since early last week that when they are officially announced on Dec. 1 the news will come as the most anticlimactic of the year. Most every trade and lay newspaperman on the broadcasting beat is by now hep to the who-gets-what on the Sylvania roster of accolades, but one item, at least, is an eyebrow-raiser. One network, burned at not receiving the palm for its coverage of the Queen Elizabeth coronation last June (though saluted in other, though less global, spheres), won't give any TV coverage to the awards event.

The web in question had been banking on this particular award and made no secret of its displeasure to the extent that anyone who knows anything at all knows of the newsreel nix. It can always change its mind, but as of early this week that's how matters stood.)

Philly Court Decision on TV Held Protecting Home Football Gate

Pop Vs. Jr.

Pop Vs. Jr.

Pittsburgh, Nov. 17.

It's father against son now on a couple of local radio statlons, with veteran newscaster Beckley Smith on KQV at 6 o'clock every evening opposite Beckley Smith, Jr., doing a sports roundup with Chuck Relchblum on WJAS at the same time Mondays, Wednesdays and Fridays.

WJAS Just signed the Smith, Jr.. Reichblum team for the new program, "Sports Daily Double," and expects to add Tuesdays and Thursdays shortly to put the sportscasters across the board against the Smith, Sr. strip on rival outlet.

Ohio Station Prez Jugged For Trying to Air School Football Game Sans OK

Ironton, O., Nov. 17.

Marshall Rosene, president of WNXT, Portsmouth, O., was released on \$35 bond at 1 a.m. last Saturday (14) after spending four hours in jail, following his arrest on charges of disobeying a policeman, growing out of an attempt to broadcast a football game. He was charged with "driving a truck off a truck route and disobeying an officer."

The arrest was made.

officer."

The arrest was made because the radio station was trying to broadcast an account of the Ironton-Portsmouth high school football game from a truck outside the stadium without permission of school authorities. Two other stations — WPAY, Portsmouth, and WIRO, Ironton—were granted lastminute permission to broadcast the game, because it was a sellout. Russell Newman, chief engineer of WNXT, said the station has ought permission at the start of the season to broadcast the game, but it was denied.

Rosene was arrested by a police-

but it was denied.

Rosene was arrested by a policeman who said the former refused to move the broadcasting truck. Announcers Jack Hurst and Phil Phillips, standing on top of the truck, were broadcasting a play-byplay account of the game. They had leased a telephone wire, which was strung to the truck from a nearby poie. In the middle of the broadcast somebody cut the wire, knocking them off the air.

TV Seen Aiding Pro **Basketball Gate**

Minneapolis, Nov. 17.
Here to watch the Minneapolls
Lakers play, Maurice Podoloff, of
the National Basketball Assn., told
newspaper reporters he's on the
side of TV, believing that it can
be utilized to aid sports. At least,
it's going to help his league, he
thinks.

Be talential

thinks.

By televising games every Saturday from coast to coast, Podoloff expiained, his group is going to be seen in a lot of towns where nothing is known about pro basketball." "That's going to whet their appetite," he said. "Then when we can take games into those places we'll get a lot of Tycreated fans to watch us."

Greensboro, N. C.—North Carolina broadcasters elected James MacNeil of WTSB at Lumberton as MacNell of WISB at Lumberton as their new president at a meeting held at Asheville. Other new offi-cers are William E. Page of WFTC, Kinston. veepee; and J. T. Snowden of WCPS, Tarboro, secretary-treas-

Philadelphia, Nov. 17.
Judge Allen K. Grim, in U.S.
District Court here, upheld the
right of member teams of the National Professional Footbali to
"blackout" telecasts of outside
games when the team is playing
at home.

at home.

Court lield, however, that the
League has no right to Impose
telecasting restrictions of any sort
in the home area of a team, while
that team is playing out of town.
Judge Grim also threw out as illegal all League restrictions on racio broadcasts of games.

NFL Commissioner Bert Bell hailed the decision, saying: "Professional football has won the most important part of its case. The Court has understood the vital need of professional football today, namely, the protection of our home gate if we are to continue our existence."

t.nue our existence."

Judge Grim's ruling came in a 20-page opinion handed down in the Government's antitrust suit against the League and all its members. The proceedings were instituted Oct. 9, 1951 and heard in 19-day sessions early this year. Government charged the League's blackout of certain games was in violation of the Sherman Anti-Trust Law, and accused the League of entering into an illegal agreement in restraint of trade and commerce.

The "blackouts" imposed by the League did constitute restraint of

The "blackouts" imposed by the League did constitute restraint of trade, the Court declared, but pointed out that professional football is an unique business, and like other professional sports organized on a league basis, it has problems no other business has. While ordinary business isn't troubled by the fact that in selling its services it may put competitors out of business, professional teams in a league must not compete too strongly with each other in business way. Competition should be hard on the playing field, but it is unwise for professional teams to gobble up all business at the expense of weaker members of the League, the Judge held.

Chi Area ABC **Grabs Fight Spot**

Chicago, Nov. 17.
The Chl-area blackout of NBC-TV's telecast of the Gavilan-Bratton fight last week had the ABC radio stations which aired the bout hereabouts basking in the limelight, thanks to an aggressive promotion job engineered by Ell Henry's ABC publicity-promotion crew.

Henry's ABC publicity-promotion crew.

With Interest high here for the championship match, the sports desks of the local dallies cooperated generously by giving big play to the radio-only coverage. Both ABC-Chi outlets, WBKB (TV) and WENR (AM), plugged the WENR broadcasts heavily all week long. Final cross-plugging from the sister TV station came just before fight time Friday night (13), when WBKB clipped off a few seconds from a local show to invite the viewers to dial WENR to hear the Don Dunphy blow-by-blow. Blurbearned the local TV sponsor a national radio "thank you" plug from Gillette which bankrolled the fight on ABC radio and NBC-TV.

Similar "hear it on radio" cam-

Similar "hear it on radio" campaign was conducted by WCAN and WCAN-TV in Milwaukee and other ABC affiliates in the 100-mile biack-

MY NETWORK, RIGHT OR WRONG

Convention-in-a-Hurry

The two-installment assemblage of the NBC-TV top brass and network affiliates portends a new era in network-station relationship. The fun-and-frolic days on the Boca Raton-Greenbrier-Sunvalley circuit are over. There couldn't be a more serious, let's get-down-to-brass-tacks groups as the station managers and owners who converged on Chi today (Tues.) for a "six-months-later" appraisal of what NBC had accomplished since Gen. David Sarmoff called the affiliates into extraordinary session at Princeton six months ago.

This is a far cry from the flushed-with-riches convergence on Boca Raton a couple of years ago when NBC, still enjoying topdog status among networks in billings and programming, didn't blink an eye when Martin & Lewis invaded the plush Florida resort with an entourage of a dozen aides to run up a \$20,000 bill for the web. Those were the days, too, when NBC was allocating \$100,000 and upwards for convention expenses and super entertainment binges. TV and its manifold problems and costs have changed all that, as reflected in "strictly business" agenda at the current two-day Drake Hotel convention. The affiliates are here in solid numbers, because they have a stake in NBC's future horizons, but they didn't come for the ride or the erstwhile poker semesters. They arrived in time for the initial huddles, and planned a hasty exit back to station operations when the final convention for the video dollar at an alltime peak, allowed no time for play.

Bigtime Spenders Already Tooling For Tint TV Era, Sez NBC's Kopf

television is already having its impact on national advertisers, in the epinion of Chi NBC veep Harry Kopf. Many of the more hep bigtime spenders are tooling up for tinted TV, he avers, and its added lure will attract to the medium

tinted TV, he avers, and its added lure will attract to the medium many major industries currently on the sidelines.

The NBC exec whose broadcast sales career dates back to radio and up through the early days of selling black and white TV as antional medium foresees the arrival of color giving video a tremendous fillip.

It's his thesis that the attraction is already being felt. He predicts that the current season, the last monochrome-only era, will see a minimum of checkouts by the blue chip accounts. The argument is that most heavy spenders want to being onto their present network franchises so as to have a good slakeout when color comes. Also, agencies and clients now using TV anticipate that color will strongly uobeat the competition for choice time slots as new advertisers are enticed into the field because they will be able to show their products in their "true colors."

Kopf cites the case of newspapers and magazines, pointing out the big increase in use of color ads which paralleled the development of TV as a major force in the advertising picture. Now that TV will soon have its own tints, (Continued on page 50)

(Continued on page 50)

Colgate, Revlon In 'North' Hassle

A couple weeks back the Bern ard L. Schubert office succeeded in selling its "Mr. and Mrs. North" TV package to Revlon, after the latter had cancelled out of the Saturday night "Revlon Theatre" film series on CBS-TV.

However, it now develops that Colgate, which has had a longtime identity with the "North" property and currently sponsors it on radio, is putting up a squawk over the

is putting up a squawk over the Revlon sponsorship of the video version. Colgate maintains that there is a product conflict and has issued a verbal "cease and desist" on the Revlon deal, claiming Colgate got into the picture first. There's even been some talk of lightation unless the situation is satisfactority resolved. Meanwhile, Revlon has a signed contract and sees no reason to budge. It even bought the Tuesday night 10.30 to 11 period for the TV show.

Big Noise of '53

Big Noise of '53

Hollywood, Nov. 17.
They're still talking out here of the Big Noise of the Year generated by RCA-NBC's General David Sarnoff, whose "color caravan" swooped down on the network's Burbank studios on Nov. 10 and, for the edification of several thousand viewers getting their first glimpse of TV's tinted horizons, whammed across one of the major showmanship displays of recent Coast vintage. If the major pix industry toppers still preferred to look the other way, the viewers in attendance knew differently and were already gearing their thinking to the tinted show biz future of tomorrow.

Biow in Denial Of Acct. Shifts **Due to Samish**

Despite the loss of one account during the past week, Kenneth Beirn, Biow agency president, said Beirn, Biow agency president, said that rumors and speculation on possible account shifts because of testimony of agency board chair-man Milton Blow in Arthur Sam-ish's tax evasion suit were un-founded, Beirn said that 'no bush-ness of the Biow Co, has been in any way affected by developments in the Coast case.' American President Lines. (Continued on page 50)

TO NBC AT CHI

As NBC-TV's affiliates went into closed session here this afternoon (Tues.) for the opening round of a two-day convention with the network brass, it was already apparent that, save for some minor squawks, the "Operations Sarnoff" battle had been won. Despite the expectations in some quarters that the Chi conclave would invite a fresh outburst of fireworks and af-filiate unrest reminiscent of the early '53 rebellion which eventually resulted in the Norfolk Buffalo walkouts, the NBC affiliate family. which has turned out in full force, appears to be closing the year with a smiling "my-network-right-ora smiling my

Not that the affiliates are engag ing in handsprings over the ing in handsprings over the '53 story which found NBC reduced to a No. 2 status as the CBS opposition climbed into its new position of preeminence. Not that they aren't cognizant of mistakes made which, they feel, might have been averted. Not that they're any too happy over the upbill battle facing NBC in its attempt to restore the daythme TV rosters into some sem blance of respectability and afflublance of respectability and afflu-

They're not exactly jubilant over the fact that such major nighttime attractions as "Colgate Comedy Hour" and the Sld Caesar-Imogene Coea "Show of Shows" have been subjected to some recent humillations in the rating sweepstakes. And the protestations in some quarters over the newly-innovated Rosa-II daytime TV selling plan (in failing to establish a rate structure commensurate with spot busing) have risen above the murmur stage. They're not exactly jubilant over

But in the long pull, the affiliates themselves acknowledge that, taken as a "package squawk" or singly, the beefs pale more or less into obscure items when contrasted with the efforts exerted by David Sarnoff & Co. since the now-memorable Princeton meeting, to put NBC's house back in working order.

It would appear from corridor discussion and off-the-record comment that the TV affiliates have a high regard for Sarnoff's administrative setup as it is now constituted (even though the one query taking precedent over everything else is: "Who will Sarnoff pick as the next president?"). Sarnoff, who personally put out the fires six months ago at the Princeton meet at the height of the NBC-affiliate crisis, is not present for the Chimeet, still sojourning on the Coast after last week's unveiling of RCA-NBC color TV in Hollywood.

But the remainder of the bigh (Continued on page 43)

AFFILIATES LEAN Weaver, Batting for Sarnoff at Chi, Catches Affiliate Eye; Next NBC Prez?

Not a Second to Waste

Not a Second to Waste A second in getting disk jockey Martin Block on the air inpon the expiration Jan 1 of his pact with WNEW, N. Y indie. Network will put Block on the air on a coast to coast. New Year's Eve show on the stroke of midnight.

Program, still in the planning stage, will consist of Block in a N. Y. studio interviewing guests and presiding over remote pickups of bands from niteries and dancertes all over the country. Net may also put on guest deejays from is top affiliates to welcome Block to the ABC fold. The disk jockey exits a longtline association with WNEW to join ABC's new star lineup first of the year.

Plush Black-Tie **Teeoff For 25th** Anni of 'Voice'

It will be strictly a black-tie performance Nov. 30 when Fireperformance Nov. 30 when Firestore Rubber Co kicks off its 25th
anniversary of broadcasting in the
AM-TV spheres via its NBC "Voice
of Firestone." After the similicast,
the cast of characters (singers, orchestra, agency-sponsor-NBC personnel, et al.1 will gather in their
chilchi garments at the St. RegisHotel, NY., for a tete that will
take a nice slice from the luige
budget earmarked for the silver
inbilee marker Some \$20,000 has
been appropriated for on-the-air
cand videor promotion, but that's
only a small bite compaced to the
coin shelled out for the talent the
amount is the usual closely
guarded secret. Firestone always
taking the position that it doesn't
pay to tip off its competitors:
Opera-concert roster inclindes
Eleanor Steber, Rise Stevens
derome Hines, Brian Sullivan
Robert Rounsextlle and Thomas L.
Thomas, Howard Barlow's orch
will be augmented by 12 nen and
(Continued on page 50) stone Rubber Co kicks off its 25th

(Continued on page 50)

CBS-TV Pitching 'Precinct' Series Starring Woods

Exec producer William Dozier has brought in a high con kinnie of "21st Precinct" for CBS TV and the sales bailiwick is giving it pri

ority treatment.

"Precinct" stems from the N Y-slanted documentary on CBS Radio, starring Everett Sloane. Donald Woods has the stellar politica in the TVer.

Chicago, Nov. 17.
Indicative of his present operational sphere in the affairs of NBC is the major role being played at this week's Chi conclave by Sylvester L. (Pat) Weaver, TV programming chieftain and vice-chairman of the board. In the absence ot board chairman-interim prexy David Sarnoff, who is still on the Radio City regency (Bob Sarnoff, Joe Heffernan, Weaver, Manle Sacks, Harry Bannister, Syd Figls and Jack Herbert) has pul m an appearance for the two-day meeting, but the fact that Weaver is projecting himself as the No. 1 network personality in carrying the bail on "Operations NBC" hasn't gone unnoticed among the atfillates.

Thus Weaver's role here, in delivering the two major addresses at both the Tuesday and Wednesday meetings, has strengthened the conjecture that, as of the time boss man Sarnoff is ready to move, he'll get the nod for the prexy spot left vacant several months ago by the resignation of Frank White.

That there's an undenlable respect among the affiliate membership for Weaver's talents in formulating both program and sales patterns for video's future was quite

spect among the affiliate membership for Weaver's talents in formulating both program and sales patterns for video's future was quite apparent here, and a number of them in off-the-enff observations tell that a "Weaver For President" boom wouldn't be amiss in resolving existing sore spots and weak-nesses. While some of the affiliates make no bones as to their feelings in regard to Sarnoff as an electronic wizard who has chartered new avenues into the spectrum, they nometheless are of the opinion that the time has come to vest the TV network operation with someone who through the years has had a day-to-day awareness of the broadcasters' problems.

If Weaver's the man, his own personal contribution in carrying the NBC ball to the TV affiliates here in Chi. it's conceded, has upgraded his chances.

Gaines Exits WOR For San Antonio

general manager of WOR (radio and TV), New York, and his excentive status with Tom O'Neil's
General Teleradio operation. He
leaves for San Antonio after the
first of the year to "stake a claim
in Texas, radio, TV and oil wells."
Deal negotiated by Gaines with
Hugh Hough, owner of WOAI AMTV in San Antonio "which also extends into the corporation's oil interests and mortgage companies
was too enticing to Gaines to resist.

Several are under-

Several are under consideration

Several are under consideration by O'Neil as successor to Gaines, among them Gordon Gray, currently, associated with WJR in Detroit Gaines joined WOR and General Teleradio about nine months, ago after resigning tron NBC, where he was veepee of the oxo division.

Stage Struck' Going Live At Xmas for Tune Fest

At Xmas for Tune Fest
CBS radio's hom donz "Stage
Struck" will go live for the fit it
time Xmas night, when a straight
musical show will be offered, beaturing a song cycle of times from
Broadway hits, from Leher and
Herbert down to Porter and Rodgcri-Hammerstein. Brimo Zhaco,
Jr., who is director of the series
which Howard G. Barnes produces,
will be on his own for the first time
as producer-director. Bob Corcoram will seript, with Mike Wallace host as usual.
Talent lineup will include Earl
Wrightson, Lois Hunt, Louise Carlisle and other leads, plus a mixed
chorus and 32-piece orch under Alfredo Antonini.

The Winnah!—Jerry Marshall

The most publicized and intensive disk jockey search in broadcasting annals—and far and away the choicest plum in radio's platter-spinning sweepstakes—acme to an end this week when the Berrice Judis-Ira Herbert operated WNEW indie in Now York picked its successor to Martin Block for the \$1.000,000-grossing "Make Believe Ballroom."

The winnah is Jerry Marshall. Not did the Judis-Herbert management, despite months of cross-country caravaning, day-in-day-out auditioning and screening involving every disk jockey in America worth his salt, have to leave the building to find its man. For Marshall a veteran of nine years in WNEW know-how and technique. Las helmed the station's 2-4 p.in. "Music Hall" companion show to "Make Believe Ballroom."

Thus has ended one of the Third York of the source of the "Ballroom's" and biz potential. There were periods at a stretch thim the Chesterfield and Dela the aggregate of \$1,000,000 annually in billings, the station teurrently riding an allate of \$1,000,000 annually in billings, the station management gave Jentite of WNEW's audience habitation to the Ballroom Baby." (e. spite the Block defection, by virtue of wnew how and technique Las helmed the station's 2-4 p.in. "Music Hall" companion show to "Make Believe Ballroom."

Thus has ended one of the Third York in the course of the local deepays without revealing the decipies sponsors without revealing the decipies of the local deepays in the business that hasn't been a disk jockey in the sation of the "Ballroom's" auditioned transcribed Marshall programs without revealing the decipies of the local deepays in the business that hasn't been a disk jockey and transcribed Marshall the "Mr. X" treatment, sending out to all the 'Ballroom's auditioned transcribed Marshall the lagon-state of the 'Ballroom's auditioned transcribed Marshall the

Miller Backs Sherwood's \$155,000 **Teleplay Debut Set for 150 Stations**

Robert E. Sherwood's first and long, awaited exposure as a television playwright will be supported by a budget of about \$155,000. Since at least \$80,000 of that coin is being earmarked for production and talent, this is sufficient hint of an ambitious TV coming-out for the Pulitzer Prize-winning dramatist and author who, as an NBC pactee, will see his maiden video effort unfurled on that network on Tuesday, Dec. 29, in the Milton Berie time.

Milter Brewing Co., through its agency. Mathisson & Associates, of Milwaukee, pulied something of a coup in getting first crack at the Sherwood launching since most any major advertiser would have given his right arm for the privilege of latching on to the playwright's maiden script for the medium. The signatorial ceremonies were unfolded amid hopping that centred around

latching on to the playwright's maiden script for the medium. The signatorial ecremonies were unfoided amid hoopia that centred around Frederick C. Milier, prexy of the sponsoring company, and John K. Herbert, v.p. over TV network sales for NBC.

Sherwood's debut script will be a comedy, as has been known for some months, and Is called "The Backbone of America." It will get a network of 15c stations, the largest thus far for a major one-hour dramatic stanza on NBC, and will be reined by Adrian Samish, exec producer for the web, who is going to the Coast within the next week to cast the opus. Its origination there suggests a coupie of film stars (there are five roles of major level in the Sherwood play). Theme of the work is "the contrast of the high pressure operations of a group of big-city promoters seeking the average American family and the basic and firm ideas of the family they find."

NBC got Sherwoods in its camp last November and commissioned him to write nine originals of one-hour length over a period of fiveyears. The net retains TV and radio rights in the setup, with options in one-year clusters up to another five years. As far as the sponsor is concerned, it already has obtained an option for Sherwood's next two works this season which it can exercise for an Eastern show and an early summer presentation.

WPIX Ups Sports Sales By 120%

A continued spiral rise in sports revenue by WPIX, N. Y. Daily News indie, was predicted by Fred M. Thrower, station general manager, who estimated October saies from station's "Parade of Sports" block at 120% more than a similar period last year. Thrower based future biz hikes by a switch from Garden events to selected sports entertainment, which will include such diversities as swimming, weight lifting, harness racing, and even roller skating, all geared to pack more general appeal.

Sales of station's on-the-hour newcasts are paying off, with 41 of lits 43 newscasts sold out to national advertisers. Station's 90-minute news-weather-sports block with Kevin Kennedy, Joe Bolton and Jimmy Powers, has been slotted into a half-hour production cross-boarder, 7 to 7:30 p.m.

Sports lineup Includes two telecasts of the Westminster Kennel Club Show, 19 hockey games, three National Horse Shows, 18 professional basketball.

Revamped news pattern under Waiter Engels' direction calls for news and pictorial brevity, with major news items limited to 10 to 20 seconds and five-ninute roundups at 3:55, 4:55, 5:55 and 8:55 p.m. daily.

Station's news service now includes telefilms from Fox Movietone News, Fox is the second news service available to the N.Y.
Indie. Which also avails itself of UP-Movietone News coverage of local and national events.

San Antonlo—Jack Pink, for the past seven years manager of KONO, has purchased KWCO, Chickasha, Okla., where he has moved to take over operation of the outlet,

Frank Scully

pays tribute with a literary

Testimonial to a Jonathan Apple

on interesting byline feature in the forthcoming

48th Anniversary Number

VARIETY

TV Station Grant Nearing 600 Mark; **Four More Okays**

Washington, Nov. 17.
Number of TV stations authorized in the U. S. and possessions neared the 600 mark last week as the FCC Issued permits for four more outlets. Newest commercial authorizations went to KPAC in Lake Charies, La. WTBO in Cumberland, Md.; and WBEC in Pittsfield, Mass.

berland, Md.; and WBEC in Pittsfield, Mass.

The Lake Charles grant was made conditional to any action the Commission may take with respect to an agreement between KPLC and the competing applicant, Sowela TV., Inc., in which the latter is given an option to purchase an interest in the station.

The fourth authorization was for a noncommercial educational TV station in Miaml. It was the 26th permit Issued for an educational station.

permit Issued for an educational station.

Agency has now issued 487 TV permits since the lifting of the freeze and the resumption of itensing in July of 1952. With the 108 pre-freeze stations, the total of station authorized is 595. Of these, 292, or approximately half, are for operation on ultra high channels.

Of the post-freeze stations authorized, 210 have reached onthe-air status, nearly half of which are UHF. This brings to 318 the number of TV stations now in operation.

Commission still has 435 applications pending, mostly for hotly contested VHF channels. Decisions on hearings on these applications.

on hearings on these applications will result in approximately 150 more stations, bringing to about 750 the number of now foreseeable TV stations in the country.

Jack Sterling Cocky On 'Why I Like Radio' Replies

Jack Sterling is mapping a poll of listeners on "Why I Like Radio," and will announce a contest under that name next Monday (23) on his WCBS early morning show in N. Y. In this "Be a Critic" tournament—which may very well pull mail on what dialers don't like, with suggestions for improvement—there'll be a boodle for winners, including a daily prize of a CBS-Columbia table receiver, plus an undetermined grand award, for writers of the best letters running between 25 and 100 words. Entries will be judged on their constructive values.

WNBC 'Opera Moments' To Aid Hearst Milk Fund

To Aid Hearst Milk Fund
"Great Moments from Opera,"
annual radio concert of the Free
Milk Fund for Babies, will be
broadcast Sunday (22) at 8 p.m. over
WNBC, N. Y. Mrs. William Randolph Hearst, founder and president of the Milk Fund; Rudolf
Bing, general manager of the Met
Opera, and Met singers Zinka Milanov, Giulio Garl and Robert Merrill will take part.

Dr. Roy Shield will conduct
members of the NBC Symphony
Orchestra. Ben Grauer will emece.
Program will be produced by Lee
Jones.

Big Top's' Yule Hoopla
Jack Sterling CBS-TV "Big
Top," a noontlme Saturday hour,
will go Friday for a Christmas
Day circus special by National
Dairy Products, the ringmaster's
regular sponsor.
N. W. Ayer has ordered 66 stations for the client and the slotting will be 3 to 4 p.m.

Rockhill Sets Up French Rep Tie

Rockhill Productions, radio and TV packagers, last week completed a deal with Creations Cine-Radio, France's top packaging firm, whereby Rockhill will rep Cine-Radio in the U. S. while the latter will represent Rockhill In France. Deal was-set by Rockhill prexy Staniey Wolf and general sales manager Don A. Davis wth Cine-Radio co-owner Jean Blondeau. Cine-Radio, which has created and sold French shows to a number of top American advertisers, including Procter & Gamble and Lever Bros., recently moved into the American market with Its quizzer, "Doilar a Second," which Mogen David wine is bankrolling over DuMont wth Jan Murcillag over DuMont wth Jan Murcillag over DuMont with Jan Murcillag over DuMont with Jan Murcillag see. Rockhill wil lake over sale of all future Cine-Radio packages here.

Station Clearance Opens The Door to 'Richard II' On Jan. 'Hall of Fame

The much-kicked-around "Rlchard II" is back on the agenda of Hallmark's "Hall of Fame," a Hallmark's "Hall of Fame," a sufficient number of stations having been cleared by NBC-TV. for the Sunday two-hour special to permit the stanza reined by Albert McCleery to go into the works again. Difficulty in providing a spread for the added hour had retarded the Shakespearean work from getting out of the hopper. Original slotting had a Nov. 29 earmark on it.

With "Fame" all booked up until the end of the year, "Richard II" will have to wait till 1954 for an exposure, with Maurice Evans starring in his greatest legit vehicle and permanent femece Sarah Churchili playing role of the queen. Tentative date is Jan. 24.

Program will emanate from New York (with first of the N. Y. originations for "Fame" to be a reprise of Menotti's "Amahl and the Night Visitors" as a Christmas period presentation on Dec. 20). sufficient number of stations hav-

SNARE SPONSOR FOR LA ROSA RADIO SHOW

After only a couple of weeks with a three-a-week radio spot of After only a couple of weeks with a three-a-week radio spot of his own, Julius LaRosa has grabbed himseif a bankrolier but the new deal won't start until Jan. 18. That's the date that will usher in Campana Sales Co.'s sponsorship on Mondays over CBS. Ex-Godfrey singer is spotted in a 10-minute music format at 7:35 p. m., segueing from the Les Paul & Mary Ford capsule for Listerine. Campana goes way back in the aural sweepstakes, having established its identity for many years via "The First Nighter" series. It also picks up the check for Biil Shadel's Saturday at noon newscasts on the web. Agency is Wallace-Ferry-Haniy of Chicago.

100 UHF'ers

Washington, Nov. 17.

Uitra high TV stations on the air reached the 100 mark last week when the FCC issued the necessary special temporary authority (STA) to three UHF permit holders to commence operations with less than full power. So far, only about one-third of the UHF stations authorized have gotten ready for operation. In contrast, more than half of the post-freeze VHF outlets authorized are on the air.

Slowness in delivery of transmitting equipment accounts for the delay on the part of some UHF'ers in getting started. But others have not decided whether to go shead with construction.

Radio Network A Myth?

There may be such an animal as a full-fledged radio network, but you can't prove it by one time-buyer rated in the "Top Five" in his field. This gent has been putting in every one of his Sundays trying to chart a webwork for clients that doesn't give the appearance of a star football, player running through a widely broken field. Up to this point, he hasn't been able to build such a structure.

Here are some of his reasons: The New York commercial radio picture is about as bad as it could be and figures to get worse as TV becomes stronger than it already is. But business outside the Gotham area is "better than ever," particularly where video hasn't reached full stature for, of course, where it does not exist or is a one-station operation). Nighttime network sponsors are at a minimum, with stations and agencies building local programing into a record bonanza. Spots and locally-sponsored shows have been able to get prime evening time—quite a switch from the early or pre-TV radio picture.

So the time buyer is still working on a network chart in the hope that he can put together enough loose ends to build a sizable skein. He doubts it. Not the way local radio is booming.

British Govt. Offers Com'l TV Plan: No Sponsor Control; Corp. to Sell Time

Mort Nusbaum

wonders whether the Madison Ave. huckster set is correct in its conclusions that

Outside New York Is Nowhere

a humorous byline feature in the upcoming

48th Anniversary Number

VARIETY

FCC Sticking To Hearing Priority List In West. Nix

Washington, Nov. 17.

Washington, Nov. 17.

In a ruing denying Westing-house Radio Stations an immediate hearing on its application for a VHF outlet in Pittsburgh, FCC served notice last week that it intends to stick to its latest priority list for scheduling hearings on contested channel bids.

tends to stick to its latest priority list for scheduling hearings on contested channel bids.

Inasmuch as Pittsburgh, one of the largest cities with only one VHF station, now has two UHF outlets on the air, the Commission said it could see no "compelling justification" for granting the Westinghouse request for an early hearing. To do so, it added, would put Pittsburgh ahead of many cities which either have no TV station or have enjy one.

Commission action was seen as a break for UHF stations in single VHF station markets in that it will give them time to develop audiences before the second and third VHF outlets get into operation. Situation in Pittsburgh also applies to St. Louis, Milwaukee, Norfolk, Richmond, Buffalo, Jacksonville, New Orleans and other areas. Ultra high operators in these centres have been complaining to the Commission that it has been favoring VHF over UHF by permitting mergers of competing VHF applications and allocating additional VHF channels in certain areas.

Westinghouse is one of three applicants for channel 11 in Pittsburgh there are also five applications for channel 4 in nearby Irwin). The company had expected early hearings on its application under the original priority list issued by the Commission but with the revision of priorities to take lato account new stations in operation, Pittsburgh became the 30th city for scheduling of hearings on contested channels (its position is now 20th under a newer list). This would mean, Westinghouse told the Commission, it would have to wait two years before its application is heard.

In denying the petition, FCC said it believes its priorities to be 'fair and equitable and a't be tra high operators in these centres have been compiaining to the Commission that it has been favoring VHF over UHF by permitting mergers of competing VHF applications and allocating additional VHF channels In certain areas. Westinghouse is one of three applicants for channel 11 in Pittsburgh there are also five applicants for channel 4 in nearby Irwin). The company had expected early hearings on its application under the original priority list issued by the Commission but with the revision of priorities to take into account new stations in operation. Pittsburgh became the 30th city for scheduling of hearings on contested channels (its position is now 20th under a newer list). This would mean, Westinghouse told the Commission, it would have to wait two years before its application is heard.

In denying the petition, FCC said it believes its priorities to be "fair and equitable and, at the same time, practical from an administrative standpoint." Agency added it is "disposed to adhere" to the priorities unless injustice would be done the public interest.

London, Nov. 17.
Confirming most of the political forecasts, the government White Paper on television, published last Friday (13), sets out the details for the Introduction of a competitive service in Britain. Proposals will need the endorsement of Parliament before they can be put into operation and they will be strongly resisted by the Labor opposition, who are already agitating that the Issue should be decided by a free vote of the House of Commons.

Government's main proposal is for the setting up of a new corporation which would operate under license from the Postmaster General, who would answer to Parliament on questions of high policy but not on day-to-day programs. The corporation would own all the transmitting stations and other fixed assets, It is proposed in the first Instance to have one station in London, a second in the Midlands and a third in Lancashire. If agreement can be reached on the use of stations, the first commercial programs can go on the air before the end of next year. To wait for new permanent transmitters would delay the venture until the summer of 1955.

The government will not sanction sponsorship (which means control of programs here), but will ailow advertisers to buy program time on the network. There would be facilities for strict control and the new corporation would have the right to examine scripts, regulate advertisements and forbid certain types of material.

It is likely the government will relax its originally-stated embargo on political and religious telecasts. If these were authorized, there would be agreement between the political partles as exists for the present BBC broadcasts.

The government announced its intention of proceeding with caution and to safeguard "this medium of Information and entertainment from the risk of abuse or lowering of standards."

Britain Warned On Tint Hoopla

Did 'Today's' Champ Chimp Go Out on a Limb In That HST Encounter?

Will J. Fred Muggs be sub poenaed by the House Un-Ameripoenaed by the House Un-Ameri-can Activities Committee (Velde), or the Senate Internal Security Subcommittee (Jenner), or the Senate Permanent Investigating group (that's McCarthy's baili wick)? Muggs is the champ chimp who's always good for a headline when they run out of material over at "Today," the NBC-TV slow ringmastered by Dave Garro-

This same chimp made a jay-walker out of former President Harry S. Truman last Friday (the 13th) when the erstwhile occupant of the White House said he deliberately flouted the law to look in on "Today." An alert NBC'er trotted out the simean for the handshake with HST. The most detailed account of Truman's morning constitutional said that Truman shook hands with it, "after a fashion." The "it" referred to Muggs, who was not mentioned by name. But it must have been Muggs because he for it) is said to be the only authentic monkey in the show. And it must have been "Today" because the article in the N. Y. Times said that Truman and his party jay-walked across 49th St., N. Y., to watch "a television show through a ground floor window" of the RCA Exhibit Bldg. To be sure, it could conceivably have been a television rehearsal, but the former Chief Executive started his This same chimp made a jay-

PROGRAM

promenade from the Waldorf As-toria at 7 a.m., and "Today" is berthed from that time until 9. That seems to pin it down pretty

berthed from that time until 9
That seems to pin it down pretty
accurately.

In the "Give 'Em Hell. Harry"
entourage were Geoirge Jessel, the
w.k. comedian, raconteur, and
toastmaster general of which ABC
is a part, and Edward Jacobson, the
w.k. Missourian and Truman's
haberdashery partner long before
HST's "Operation Subpoena"
Whether Jessel and Jacobson will
be handed "greetings" by any congressional committee in view of
the fact that they were found in
the company of one who has nixed
the notice to be grilled in Washington, is not known. And that goes
for another light-hearted show bizzer, Harry Hershfield, who, upon
lea 'ing the ex-President's Waldorf
quarters, earlier in the week,
quipped to reporters that the investigators better show up on
time, "because Mr. Truman, far
from showing up on time, won't
show up at all the went direct to
the public instead, on radio and
TV). That left Hershfield out
on a limb,
The big hero was J. Fred Muggs.
He didn't say nothin'; just shook

J. Fred Muggs & 'Operation Subpoena' ROONEY & TV'S LOONEY ECONOMICS; GOOD SHOW VERSUS \$3,000,000 RISK

KFOR Shifts Personnel In General Staff Revise

Lincoln, Neb., Nov. 17. Number of personnel changes have taken place at KFOR and KFOR-TV, the Cornbelt Broad-casting Co.'s outlets here, with Mrs. Ruth Thone moving in as chief of promotion, replacing Bob Spearman, and Don Lodge taking over as production manager.

Lodge is replaced in his art de-Lodge is replaced in his art de-department post by June McCrack-en Bob Askey, who has left his continuity chief post to take up full time announcing, is replaced in continuity by Nanci DeBord, with Marion Cook moving in as a continuity staffer. Beverly Haning is head of the music department, and Maureen Peterson has joined the traffic department of the sta-tions.

25,690,000 TV Sets

The United States had 25,690,000 telesets as of Oct. 1, according to Hugh M. Beville, Jr., NBC's director of research and planning September came through with 457,000 purchases and total sales since Jan. 1, inclusive of that month, were 4,456,000.

New figure on the spread of receivers in American homes is 56'7; up 1"; from Sept. 1.

Estimated Weekly Network TV Program Costs

Nighttime and Daytime Overall Costs Include Production Expenses, Actors, Musicians, Writers, Royalties, Freelance Directors, Set Construction, Commercial Announcements,

> Agency Directors, But Not Time Charges. (Agencies listed by Initials are Batten, Barton, Durstine & Osborn; Benton & Bowles; Dancer, Fitzgerald & Sample; Doherty, Clifford & Shenfield; Foote, Cone & Beldung; Kenyon & Eckhardt; J. Walter Thompson; Sullivan, Stauffer, Colwell & Bayles, and Young & Rubicam.)

(Continued on page 34)

New 500G WEEU-TV

Reading, Pa. Nov. 17.
The new \$500,000 studios of WEEU-TV were dedicated tonight (Tues.) with local minicipal officials and personnel of the Hawley Broadcasting Co. taking part. The public was invited in newspaper front-page stories to tour the building tomorrow (Wed). Thurs-day and Friday.

A special one-hour show over UHF Channel 33 was presented A special one-hour show over UHF Channel 33 was presented with Mayor James B. Bamford and Thomas E. Martin, executive vice president and general manager, presiding, Music was provided by the Second Army Band, Ft George Meade, Md. Included in the building is a main studie samplered and are

Included in the building is a main studie, soundproot and air-conditioned, which can accommodate an audience of 250 persons it is 75 feet long, 31 feet wide and 20 feet high, with control rooms for staff amonners and engineers. Other facilities include permanent sets, prop rooms, executive offices, projection room and dressing rooms.

Bangor, Me, -- Don Knowles, for-mer advertising display manager of the Bangor Evening Commer-cial, joined WABI and WABI-TV here as an account exec in the sales service department, accord-ing to general manager Leon P Gorman, Jr.

Dedicated in Reading
Reading, Pa. Nov. 17.

The was finited in newspapers age stories to tour the gromorrow (Wed., Thurster Lerich). The correlations are stories to tour the gromorrow (Wed., Thurster Lerich). The ground of the correlation over thannel 33 was presented agor James B. Bamiford and all the Roore weight of eco-

try in the TV program sweepstakes.

But the sheer weight of economics attending the slotting and cost of the show, regardless of its merit, poses some problems that still find the trade in a tizzy NBC wants to slot the program in the Saturday evening 88-30 period. That's the time currently occupied by the Philip Morris and Lady Esther-sponsored "Bonino" show, which the client is cancelling (along with the time slot) after a futile try in competition with the high-rated Jackie Gleason show on CBS-TV.

The Rooney comedy, which also

The Rooney contedy, which also features Regis Toomey and has Rooney's longtime associate, Richard Quine, as director, is priced at \$31,000 nel. Plus agency commission it adds up to \$36,000. Plus time cost it's a \$65,000 weekly proposition. Which is not out of fine, when stacked up against such other half hour TV entries as Danny Thomas, Ray Bolger, the fiew with Father' show, cic. Tims on a 39 week sponsorship basis the Rooney show represents a \$2,500,000 investment. Add to that another \$500,000 required to establish the summer tranchise on the time period and a 30 curinte prime line sponsorship dear means upwards of \$3,000,000 a year. The Rooney comedy, which also

On a cost-per thousand basis such a show obviously must deliver a rating. Urder normal circumstances, such a highly tonted properly could be regarded as a cinch to deliver the necessary points. But the spousor also wants a fighting chance. Thus the question: "Where are you putting the show?" booms as the all important factor. With Glesson rading wide and nandsome Saturday 8.9 (last year it knocked off "All Star Revie") the client thinks twice—and 20 times over—whether he can afford to play around with \$3,000,000 when the prospects of being belted by the opposition loom so big.

There's another show also contracts. On a cost-per thousand basis such

by the opposition foom so big.

There's another show also competing with Geason. That's the Pet Milk sponsored. "Original Amateur Hoar" in the Salurday 8 30.9 time. But in this case the sponsor is playing it smart. There's a low-priced tag on the Ted Mack show, which, in furn, delivers a different type addience. If Pet's inclination is to sit tight after surviving the cost per thousand charts, the answers are apparent.

Electric Cos. Black Out

'Corliss' After 7 Years:

ARC Radio got the inglittine props knocked from under it list week with two camedlatinos, one by the Electra Comparo. "Adversiting Program of Meet Corliss Yields" the other by Bairlington Wills on it four a week portorship of Sanniy Kave. Both are nightling show.

Burlington Drops Kaye

NETWORK COST SPONSOR AGENCY PRODUCER ORIG. Cocil & Presbrey S. A. Levyne Bermingham, Castleman & Pierce Young & Rubicam McCann-Erickson Benrus Watch NBC Various All Star Revue \$70,000 Paw n Mfg. on & Johnson ...

Russel M. Seeds

Grey JWT

(once-a-month)		Cat's Paw
		Johnson & Johnson
		S.O.S. Co.
*		Wm. A Schaefer
		Shwayder Bros
		RCA Victor
		Armour & Co
Gene Autry Show CBS	18.500	Wrigley
Back That FactABC		J. B. Watchband
Beat the Clock CBS		Sylvania Electric
beat the Clock Cos	10.000	Sylvania Liettite
Behind the Badge CBS	10,000	Bristol-Myers
Jack Benny CBS	40,000	Lucky Strike
Milton Berle Show NBC	68.000	Buick
Big Payoff CBS	15.000	Buick Colgate
Big Story	20.000	Pall Mall
Big Top CBS	10.500	Natl, Dairy
Big Town CBS		Lever Bros.
Bonino NBC		Philip Morris
		Lady Esther
Boxing Bouts CBS	18,000	Pabst
Bride & Groom NBC	7.500	Jergens
bride & Groom	1.100	Bergens
Broadway to Hollywood DuM	3.000	-Tidewater Oil
Distance Aller	35 500	Carnation Milk
Burns & Allen CBS	50 000	B. F. Goodrach
Dad Button CDC	25,000	General Foods
Red Buttons CBS Camel News Caravan NBC	20,000	D 1 Danna'ds
Camela News Caravan	18,590	R. J. Reynolds
Campbell Soundstage NBC	30,090	DuPont
Cavalcade of AmericaABC	25.000	Gillette
Cavalcade of Sports NBC CBS-TV News CBS	20.000	Oldsmobile
CDS-11 News CDS	20,000	Pall Mall,
Chance of a Lifetime	10.500	D I ovilland
Chronesson	12.500	P. Lorillard Longine-With jury
Chronoscope CBS		Armstrong
Colonel Flack NBC	14,000	American Chicle page
Complete L. Carrette A.D.C.	10,000	Sealy Mattresses
Comeback StoryABC	10,000	Ecko Products
200	00.000	
Comedy Hour NBC	0.000	Colgate
Perry Como Show CBS	95,000	Liggett & Myers
		Intl. Shoes
Tom Corbett DuM	9,000	Intl. Shoes Tappan Stove
Bob Crosby Show CBS	per 1 s hour	
	· per · t nour	American Dairy
		Englander Co
John Daly News ABC	17.500	Whitehall Pharmacal
Danasa News ABC	17,500 12,500	Block Drugs
Danger Ding Dong School NBC	5,000	Block Drugs General Mills
Paul Ding School NBC	400	Vitamin Corn
Paul Dixon Show DuM		Vitamin Corp. River Brand Rice
	per 10-minute	
Dollar a Second DuM	participation	Mogen David Wine
Dullar a Second	0.000	MUNCH DAVIG WITH

Dollar a Second DuM

Ruthrauff & Byan Armand Schaefer N Y Coeff & Presbrey Bud Collyer & Jean Hollander N Y Y Coeff & Presbrey Bud Collyer & Jean Hollander N Y Y & BBD&O Ralph Levy H was Knolmer N Y BBD&O Ralph Levy H was Knolmer N Y Walt Framer N Y Esty Walt Framer N Y SSC&B Bernard J Prockler N Y SSC&B Bernard J Prockler N Y N W Ayer Charles Vanda Phila McCann-Erickson Jack Gross N Y Biow & Fred Coe N Y Biow Hanod Bios Warwick & Legier ... Bill Warwick Master on, Reddy, & Nelson Ted Hannaerstein Ralph Ley) Robert Orr Lennen & Newell Erwin, Wasey Benton & Bowles Esty Frank Met al) Frank Met al) Martin Horsell Saveterin Prod Bill Carden Don Hesatt Dong Edward Robert Jennings Drive Zellinge Hind-on Four-ett Stark Layton Louis Co. an Prod Ward Wheelock v. J. BBD&O Maxon D P B other SSC&B SSC&B Lennen & Newell : Victor A. Bernett : rilland ne--Vistalium Victor A. Benn BBD&O D.F.S Ohan Bronner rong ican Chiefe Mattresses Products

Brow
Cecil & Presbrey
Tatham Laird
Kastor, Farrell
Donning & Cog

Ted Bates Sherman & Marquette Cunning fram & Wal h Rockhill Prods D'Arcy Kethenm, Mel.cod & Grove Cambbell-Mithun Herb Allen Leo Burnett ABC-TV News-Dept

Webs & Geller Mike Dutton N. Y.

Bill Dozier Reinald Werrenrath

Len Goorian Cincy

nighttime show.

Elective Comonine conoclation come a smething of a shockery since they've hankealle title show for even size. They powe active Dec. 25 but stay in TV we'll CBS. You Are There on after nate week. I'nder lood rea on for the pullout it a budget reshutting. Web slave it will keep 'Corb', on and expects to sell it by the time Electic boxes off.

Burlington has pulled out of its Saminy Kaye deal with the understanding that it's to return in February. Fabries firm has a policy of cutting its ad expenditures before and after Christmas, and is taking an eight-week hiatus with an option to resume. Firm bows off Dec. II, and the web will try to sell the eight-week period on the nighttime 15-minuter.

15-minuter.

Cincy All-Negro AM'er in Boff Bow

Cincinnati, Nov. 17.

Cincuis newest radio station. V.CIN with programming specific ally for the American Negro, has net with highly favorable acceptance. It is the third daylight operation of six stations headed by Robert W. Roinsaville, Atlanta, and also the third local dawn to dusker.

and are the finite local dawn toducker.

Ronnsaville claims WCIN to be
the lirst radio station in the natian to be built from the ground
up with the express purpose of
programming exclusively for the
cidertaliment, education and information of the American Negroliss other stations are in Atlanta,
Miami, Elizabethtown and Cleveland, Tenn, and Lonisville,
—WCIN has a staff of 15 expericied persons. Music, featuring
rhythm, blues and spirituals, occupies most of the time between
news on the hour. Live programs
include "Today's Good Neighbor"
and "The Job Mart." The station's
tag line is "The Voice of Personality."

Lairy Dean, program director.

Larry Dean, program director, who doubles as disk jockey and rewscaster, is the former Lawrence Dean Fanikner of Atlanta and Nashville stations. George White, director of continuity and decjay, was with WSOK. Nashville. Charles (Chuck) Gordon, religious programming director, was with Tennes ee and North Carolina stations.

tions.
Odessa Monroe, director of women's programming, is a Cinconiation. Hank Morgan, chief an nouncer and sports director, formerly was with stations in Flourida and the Carolinas, Bugs Seruggs formerly of WDBX and WMFS in Chattanooga, and WSOK, Nash-Ville, sping blues, bop, boogle and pop platters.

PHILLY MUMMERS SEEK TV CUT FROM PARADI

Philadelphia, Nov. 17. The Philadelphia Mummers, tra distributional New Year's Day paraders are seeking a cut from TV, if the annual telecast of the spectacle is sponsored.

sponsored.

Representatives of the strimband, comedy and fancy division of the Philadelphia New Year.

Shooters and Mummers Assn. conferred with Luke Foley, deputy Commissioner of Recreation, the department which handles the city's interest in the parade.

Although no official announcements were torthcoming, the Mumners were told after the meeting with Foley that the TV people looked favorably on their claims. Two of the three local TV outlets are planning to carry the New Year's parade and already have sponsors lined up, according to John J. Fralinger, president of the string band division.

'KFO'-'Zoo' Dogfight Ends Just in Time for Xma

Just in Time for Xmas
The dogfight that developer
when "Kukla, Fran & Ollie'
grabbed a sponsor has finally been
resolved and the Burr Tillstron
show will change places with the
3:30 p.m. "Excursion" on NBC-TV
starting Dec. 20. When the 4 p.m
"KFO" drew Pard, a canine tood
as the bankroller, the sequein
"Zoo Parade" set up a howl via
competitive Ken-L Ration, the alternating sponsor. At one point
everything was in such contusion
that word went out the switch
would be made Nov. 8, though a
correction was issued.
What made the whole fracas so
unneighborly is that both "KFO"
and "Zoo" originate in Chicago.

Harris-Fronted 'Revue' Adds to Talent Roste

Nov. 23 "All Star Revue" fronted by Phil Harris has added to the talent roster, having previously pacted Ben Blue, Mary McCarty and Les Brown orch. Leading the (Mended roster are Ann Sherida) and Edward Everett Horton.

Others pacted for the Saturday
Lenny Kent. Jim. o'l Married
Joan' Backus, Efficit Lewis and
Red Nichols & His Five Pennics.

Estimated Weekly Network TV Program Costs

	Double	iou	HOUN	Continued from page	33	wiii Cobto
	PROGRAM NETW		COST	SPONSOR	AGENCY	PRODUCER ORIG.
	Double or Nothing	CBS DuM	10,590 8 500	Helene Curtis	Ruthraum & Ryan	Walt Framer
	Dragnet Stu Erwin Show	NBC -	37.500 25.000	Liggett & Myers	Ted Bates	Mike Meshekoff Wwood
						Hal Roach Prods H wood Tom Loeb
	Ethel & Albert Faith for Today Fireside Theatre	ABC	2,500 2,500	Voice of Prophecy	Rockhill	Bob Broekman
	Eddie Eichen	VRC.	25 000 25 000	Coca-Cola	D'Arcy	Frank Wisbar N. Y. Harry Rome N. Y.
1	Jane Froman Show Four Star Playhouse	CBS	30 000 12.000	General Electric	BBD&O	Irving Starr N. Y. Byron Paul N. Y.
ė	Dave Callondy Show		30,500 - 25,000	Pontiac Dealers	McManus, John & Adams	Don Sharpe N Y Charlie Andrews N Y
).	Jackie Gleason	CBS	60,000	Nestle	Sherman & Marquette	Jack Hurdle N. Y.
	Godfrey & Friends	CES	40.000	45'41 1 house 5.4111.	Cunningham & Walsh	Larry Puck N. Y.
i-	And Callery Time	ring	3.500	Pillsbury Mills Toni	Weiss & Geller	. Will Roland
n	Arthur Godfrey Time	Cna	participation)	Owens-Corning Star-Kist Tuna	Fuller & S & R	, will itoland
S				Lever Bros.	McCann-Erickson	
5				Frigidaire Toni	FC&B	
				Nabisco Chesterfield	McCann-Erickson	Anne Le Marie
d	C - 1 - 1 Pi-la	NDC	5.000	Kleenex	. FC&B	. Allan Black
d	Greatest Fights	CBS	5.000 12,500	Proctor & Camble	Compton	David Lesan N. Y. Albert McCleery Hiwood
y ,	Hall of Fame Hawkins Falls Gabby Hayes	NBC	25,000 14,000 12,000	SOS Co.	McCann Erickson	Ben Park Chi Joe Clair & Roger Muir N. Y. Al Capstaff Hwood
is h	Bob Hope Show (once a month). Hour of Decision	NBC	70.000	General Foods	Y&R	Al Capstaff If wood
à	Hour of Decision	ABC	2,500	Billy Graham	W F Bonnett Co	Graham Evangelistic Various
11-	Howdy Doody	NBC	1.750 (per 14 hour)	K alloger	Loo Rurnott	Graham Evangelistic Various Roger Muir
n				Kellogg Colgate Continental Baking		
la				Intl. Shoe Welch	Henri, Hurst & MacD	
in	'I'll Buy That	CRS	6 000	Ludens Seeman Bros	. Mathes Weintraub	Peter Arnell N. Y. Desilu Prods Hwood
d	I Love Lucy	CBS	38.000	Philip Morris	Biow	Desilu Prods Hwood Jess Oppenheimer
	I Married Joan	NBC	32,500	General Electric	Y&R	Jess Oppenheimer Dick Mack II wood
_	I've Gut a Secret	CBS	17 500 12,500	R. J. Reynolds	Wm. Esty	Gil Fates N. Y. Julian Claman N. Y.
E	George Jessel Show		12,500	Floo Producte	D.F.S	
:a-			12.000	Eken Products	D-F-S	Mannie Manheim N. Y.
is.	Judge for Yourself Juke Box Jury Juvenile Jury Martin Kane	NBC ABC	25,000 = 10,000	P. Lorillard	Lennen & Newell	Goodson-Todman N. Y. Peter Potter II wood
18	Juvenile Jury Martin Kane	CBS	7.800 15,000-	Geritol	Ed Kletter Assoc	Barry, Enright, Friendly, N. Y.
ng ns	Rocky King	DuM	8.500	Amer. Chicle Kreisler Mfg.	D-F-S FC&B	Edgar C. Kahn N. Y. Stark-Layton N. Y.
n-	Kraft Theatre		20.000	Kraft Foods	JWT	Maury Holland & Stanley QuinnN. Y.
lie	Leave It to the Girls	ABC	20,000 7,500	EX-LilX	, warwick & Legier	Stanley Quinn N. Y. Stanley Quinn N. Y. Martha Rountree N. Y.
116.	Letter to Loretta Life Begins at 80		30.000 6.000			Matthew Rapf N. Y. Barry, Enright &
n-	Life Is Worth Living		15,000	Admiral	Erwin, Wasey	Barry, Enright & Friendly N. Y. Jim Caddigan N. Y. Tom McKnight H wood
ng	(Bishop Sheen) Life of Riley	NBC	32,000	Gulf	Y&R	Tom McKnight , H'wood
18.	the with rather,		30,000		Needham, Louis & Brorby	Fletcher Markle #I'wood
ve to	Linkietter's House Party	CBS	= 2,500 per (4 hour	Pillsbury, Green Giant & Kellogg	Leo Burnett	John Guedel H'wood
he		CBS	participation) 18.090	General Mills	N. W. Ayer	
	Lone Paners	1 D (2	10.000	Cheerios	D.F.S	Jack Chertok
3	Love of Life		18,000	Amer. Bakeries	Tucker Wayne Co.	(Trendle-Campbell) Jack Chertok N. Y. (Trendle-Campbell) Carl Green N. Y. H. C. Kuhl H-wood
as	Love of Life Lux Video Theatre Make Room for Daddy	CBS	11 500 27,500 - 39 000	Lever Bros.	JWT BRD&O	H. C. Kuhl
e"	(Danny Thomas)	CBS	20.000	Speidel	SSC&B Benton & Bowley	Lou Edelman II wood Carol Irwin N. Y.
en	Man Against Crime NBC	-DuM	24,000	R. J. Reynolds	Esty	Edw. T. Montagne N. Y.
V;			12,500 27,500	Chryslan	DCS&S	Edw. T. Montagne N. Y. Bernard Prockter N. Y. Jerry Robinson N. Y. Mort Abrams N. Y.
n.		CBS	27,500 37,500	General Electric	Maxon	Bob Mosner &
ia il-		NBC Du M	15.000	Revere Copper	St Georges & Keyes	Joe Connelly N. 1.
nt on	Robert Montgomery Presents	NBC	35.000	S. C. Johnson	Needham, Louis &	Blair Moody, Wash
h		CBS	2 500	American Tobacco 3	BBD&O	Robert Montgomery N. Y. Herb Sanford N. Y
50		1),	/per 'a hour participation)		Burnett S. A. Levyne	
)"			Lucivibation	Best Foods	Ludgin	
		1.5		Norge Mastand Carpets Ballard & Ballard	Anderson & Cairna	
				District	L'C'D	
ed	Philip Morris Playhouse	CBS	20.000	Converted Rice	Burnett Blow	Charles Martin N. Y.
ly	Mr. & Mrs. North	ABC NBC	32,000 .	Motorola	Ruthrauff & Rean	Herb Brodkin
13	Mr. Peepers	NBC	25,000	Reynolds Metals	Russel M. Seeds	Fred Coe N. Y.
133	Arthur Murray Party	NBC	. 11,000	Consolidated Royal	TD.F.S.	Arthur Murray
ny in	My Favorite Husband	CBS	26,000			Arthur Murray N. Y. Norman Tokar H. Wood
d id	My Friend Irma	CBS	26,500	Brown & Williamson	Ted Bates	Cy Howard Prods If wood
	-			(Continued on page	951	

(Continued on page 35)

Estimated Weekly Network TV Profram Costs

Estimated	i weer		k IV Progr	'am Costs	7
PROGRAM NETWORK	COST	SPONSOR Pag	AGENCY	PRODUCER	ORIG.
My Little Margie NBC Name That Tune NBC	30,000 19,000	Scott Paper	JWT SSCAR	Hal Roach Harry Salter	. N. Y.
Name's the SameABC	17,500	American Chiefe	Tatham-Laird	Goodson Todman	
Omnibus	60,000		Needham, Louis & Brorby		
			Beaumont & Hohman		N Y.
On the Line With Considine NBC	3.200	Mutual of Offiana	Bozett & Jacobs	Ann Gillis	N/Y
On Your Account NBC On Your Way DuM Orebid Award ABC	15,000 4,000 12,500	Brown & Williamson	Ted Bales	Bob Quigley Larry White MCA Package	7 7
Original Amateur Hour	17,500 32,500 30,000	Pet Milk General Foods	Gardner Y&R Lambert & Feasley	(Allen Dingwall) Ted Mack & Staff Larry Burns Ozzie Nelson	N Y
Pantomime Quiz DuM Pepsi-Cola Playhouse ABC Person to Person CBS	12,500 20,000 25,000	Benson & Hedges Pepsi-Cola American Oil	Benton & Bowles	Mike Stokey Revue Prods	H wood
Place the Face CBS	17,500				
Plainclothesman DuM	9.500	Larus & Bro.	Warwick & Legler	Edwin Bailey Trans-American	TI wood N. Y.
Playhouse of StarsCBS	30,000	Schlitz	Lennen & Newell	Bill Self *	N. 14
Pride of the Family ABC	30,000	Armour Bristol-Myers	FC&B	(Merithan Prod) Revue Prods.	1t'wood
Private Secretary CBS Quick as a Flash ABC RCA Victor Show NBC	32,500 12,500 30,000	Thor Corp. Ekco Products	BBD&O Henri, Hurst & McD	Moss & Lewis Prod	
(Dennis Day) Roy Rogers NBC Mark Saber ABC	20,000			Paul Henning	
Saturday Night Fights ABC	20,000 18.000	Sterring Drug	D-1-5	J. Donald Wilson Burke Crotty Charles Trying	III'd and
Search for Tomorrow	12,000 25,000	Procter & Gamble	Biow Fuller & S & R	Charles Irving Fred Friendly Alan Handley	N. Y
Dinah Shore NBC Red Skelton CBS	25,000 32,500			Alan Handley	H wood P, wood
Sky King ABC	9,000			Jack Chertok	
Smilin' Ed's Gang ABC Kate Smith Hour NBC	5,500 3,500	Landers, Frary & Clark	Goold & Tierney	Frank Ferrin	N Y.
	'per 14 hour participation!	James Lee & Sons Gerber Prods.	D'Arcy		
				The second secon	
Space Patrol	10,000 -3,000	Raiston Purina	Gardner Y&R	Mike Devery	H'wood
Strike It Rich CBS	13.000	Colgate	and thian & Marquette	And Bailey Walt Framer	N Y.
Studio One	32,000	Westinghouse	McCann-Erickson	Felix Jackson CBS-TV News Dept	N. Y.
Sunday News Special CBS Super Circus ABC	3,000 7,000	Mars, Inc.	Leo Burnett	G. Philip Patton	Chi
Suspense CBS Talent Scouts CBS	15,000 25,000	Auto-Lite	. Cecll & Presbrey	Martin Manulis	N. Y.
This Is Show Business CBS	20,000	Schick Razor	Kudner	Larry Puck Irving Mansfield	N. Y.
This Is Your Life NBC	18.500	Carter Prods	Raymond Spector	Ralph Edwards	
T-Men in Action	25.000	Borden Co.	Doherty, Clifford, Steers	Alex Gruenberg	Hwood
Toast of the Town	35,000		& Shenfield Kenyon & Eckhardt	Robert Sloane	
Today NBC	3,500		Multiple = 10	Ed Sullivan Richard Purkham	N. Y.
Tootsie Hippodrome ABC	(per insertion 4,300	Sweets Co	. Moselle & Eisen		N: V
Topper CBS TV Playhouse NBC	32,500 30,000	R. J. Reynolds	Esty	Carson John W. Loveton Fred Coe	N Y.
Twenty Question	6,500	Philes	Leo Burnett	Gary Stevens	K 1.
Two for the Money CBS United States Steel Hour ABC	27,500 40,000	P. Lorillard U. S. Steel	Lennen & Newell BBD&O D-F-S	Gil Fates Theatre Guild	, N Y.
Voice of Firestone NBC	- 13,000 22,500	Firestone	Sweeney & James	Carl Green Charles Polacheck Cy Pitts	N Y.=
Fred Waring Show CBS The Web CBS	40,000 17,000	P Lorillard	Y&R	Goodson & Jodnan	N Y.
Welcome Travelers NBC	2,000 (per 14 hour)		D-F-S Biow	(Herb Hirschman Cornell	
What's My Line CBS		Stopette Remington-Rand	Young & Rubicum	Goodson & Todinian - Gil Fatesi	No.Y.
What's the Story DuM Where's Raymond ABC	3,000 39,000	Amer. Tobacco	SSC&B	Gri Fatesi David Lowe B & R Enterprises iderry Bresler Paul Whiteman Joe Schetta John Madigan	H scood
(Ray Bolger) Paul Whiteman ABC	16.000 27,500	Sweets Co. Proctor & Gamble	Moselle & Eisen	Paul Whiteman Joe Scibetta	Philip.
Walter Winchell ABC	20,000	Gruen Watch Carter Prods	McCann-Erickson SSC&B	John Madigan Charles W. Russell	N Y.
You Are There CBS	20,000	Electric Companies Prudential Life	N. W. Ayer Calkins & Holden	Charles W. Rus ell 1	S Y:
You Asked for It ABC		Good Foods	Bonfigii	Charles W. Russell Wayne Steffner John Guedel	His cod
You Bet Your Life NBC	35,000	DeSoto	BBD&O	John Guedel	. 11,3366d . 32 Y
Your Hit Parade NBC		Crosley	Cool & Preshrey	Max Liebman	
Your Show of Shows NBC	80,000	Cat's Paw	S. A. Levyne		
		Johnson & Johnson	& Pierce Y&R McCan-Erickson Russel M Seeds Grey		
		S.O.S. Schaefer	Russel M Seeds Grey		
		Shwayder Bros RCA Victor	FC&B Needham, Louis &		
Zoo Parade NBC	10 000	Quaker Oats	Needham, Louis & Brorby	. Reinald Werrenrath	Chi

Lotsa Thurber On TV's Agenda

35

Television is on a James Thur-ber kick. Works of the humorist are among the hottest story prop-erties in video today, and there are by latest count five Thurber works slated for production on major shows for the near future, two of which will merge as hour-long dramas.

which will merge as hour-long dramas.

Robert Montgomery has taken over the short story, "Greatest Man in the World," a satire, for production on his NBC-TV Mondaynight drama series, while Herb Brodkin, producer of ABC-TV's "Motorola TV Hour," has secured the Fred Sadoff Actor's Studio adaptation twith muster of "The 13 Clocks," which he'll do on Dec, 15 as a Christmas presentation ("Motorola") is on alternate weeks, explained the premature Christmas date: There's another adaptation of "The 13 Clocks," the Barter Theatre's, which has been making the stock rounds lately, but the ABC production will use the Abc Studio's, which was done about a year ago.

Ford Foundation has bought rights to four Thurber stories, one of which, "This Lattle Kittle Keeps Cool," was produced on "Onnibus" earlier this year. The other three are "the principles of the Bull." These will be produced on "Onnibus," and Ford has bought a fith, "Many Moons," which will be produced on either "Onnibus" or the moppet "Excursion," with a decision to be made later this week.

There's more Thurber activity in the film and bout field, according

later this week.

There's more Thurber activity in
the film and boat field, according
to J. G. Glop. Gude, Thurber's
agent, with United Productions of
America bringing oul "Unicorn in America bringing on "Unicorn in the Garden," a curtoon adaptation of one of the "Fables for Our Time," with a tentative arrange-ment for an entire series on the fables if the initialler proves suc-cessful.

POWERS TO CHI TO HELM TV 'TRAVELERS'

Chleago, Nov. 17.

Dancer Fitzgerald-Sample agency is now calling all the shots on NBC's "Welcome Travelers" day-time simulcast, with Charles Powers moving in from New York tilis week as producer director. With the Procter & Gamble sponsored show—a hot afternoon property, knocking off a hefty 13.5 rating in the latest Nielsens, the agency decided the program now rates closest possible supervision.

DES tried to woo Don Meler.

est possible supervision.

DFS tried to woo Don Meler, who has been directing the TV version since its inception last year, away from his NBC staff berth to devote full time to the show. But Meier decided to stick with the web because of his string of lucrative assignments both nationally and locally here, lucluding "Zoo Parade."

Tom O'Connell continues with "Travelers" as, agency supervisor.

U.S.-Tinged BBC Show To Be 1st Brit. Simulcast

Landon, Nov. 17.
"In Town Tomght." a longtime In Town Tonight, a longtime BBC radio feature in which almost every vi thing Broadway and Hollywood star has been interviewed, is to be the alipect of Britain's fact samilesst. As a treon, last Saturday's (44 program was aread from the BBC TV studios at Lime Grove in tead of from Broadcasting House. The video transmission was on a closed tricinit and was viewed only by BBC toppers.

Part of the program was filmed by the BBC newsreel and was beamed in Bast ingit's, (Mon' program Armand Denry, who recently completed 'Below the Sakara,' was featured in this newsreel excerpt.

Pillsbury Buys Moore

Garry Moone's daytine half hour TV'er on CBS dreaf some more business last week, with Pillsbury Mills booking the 145 to 2 segment starting Dec. 1.

Contract is for 52 weeks via Campbell-Mithun of Minneapolis, with Ballard Biscuits and other products on the plug MSt.

Television Followup Comment

Mid-November 115) found Jack Benny more than redeeming himself for recent weakies as he took him regular to this lad excellently.

Miss Raye, this season, has the most consistent record on the tone of the tone Don Wilson, by Benny and by guest Johnnie Ray. This was Ray's finest video showcasing; the "Cry"-ing jag epergne in which his style was tribbed by JB unmercifully was truly socko in producing viewer values via the laugh-laden takeoff. Ray handled his straight lines—during a "contract hassle" with the comic— in such a way as to give

comic — in such a way as to give evidence of his dramatic potentialities.

Segment was a two-pronged winner. Forepart had Rochester running his boss ragged as the former settled himself majestically on the couch for his day off. The master was thus caused to go into a series of on-screen-and-off-screen mishaps in the kitchen, relieved by the entry of announcer Wilson. Latter upsied with some hidden talents within his generous frame, doing a "Sunny Side of Street" and softshoe with lyrics rigged to the Lucky Strike accent that could get Wilson a pact as a comedy terper—and Rochester provided skilled support as he gave the play to the big fellow.

With whole stanza done as a flashback, second part was based on Benny's visit to Ray's domicile to get the energetic vocalist to come down on his 10G fee for the TV appearance. This brought on a Ray "audition" in his trademarked numbers, and when he went into the "Cry" vocal, it touched off a series of Benny's frenetic facial conniptions and divestiture of ciothing that could be a high mark in the funster's excursions thus far in the TV sweepstakes. It was an attack on the effect of Ray's chanting with all the stops pulled out, though thoroughly disciplined in the staging. (And in many ways superior to Dennis Day's lampoon on Benny's show.)

End-piece brought on Danny Thomas for some sponsorial kibitzing with Benny and Ray rplus plugs for Ray's engagement at Ciro's on the Coast, Thomas TV, show, etc.) and a snapper on Benny losing the toss on picking up the dinner check for the twain. Ralph Levy extended himself on reining this one. Mahlon Merrick's orchestering was right on the spheroid, and this corps of Benny writers should step forward for bows: Sam Perrin. Milt Josefsberg, George Balzer. John Tackaberry, Hal Goldman, Al Gordon.

Martha Raye, who relieves every four weeks on the Saturday night "Your Show of Shows," stepped into her first Sunday night "Colgate Comedy Hour" on NBC-TV with a topgrade yockfest. The combination of Miss Raye and director Nat Hiken is, to date, one of the most effective in the comedy department.

However, one item is becoming fairly evident. Miss Raye, who seems to thrive on the situation. The plot aired on "Colgate" is virtually the same that has been used on many other shows. Some performers have been changed, but essentially one gets the feeling that it's been around before. Comedienne had been doing a great number of shows in recent weeks. Repeat of one stanza, therefore, seems understandable inasmuch as her noggin might rebel at absorbing so much more new dialog.

Otherwise, Miss Raye sparked an excellent show. From the opening

or noggin might rebel at absorbing so much more new dialog.
Otherwise, Miss Raye sparked an excellent show. From the opening horeography by Herb Ross to the inale, laughs flowed freely. Cesar tomero and Rocky Graziano are low virtually regulars on Miss taye's stock company. Each conributed heartily, providing a conrasting foil to Miss Raye's brand f comedy, and each hit the rissidites frequently. Other guest as Irene Dunne, who opened with Smoke Gets in Your Eyes," theerome Kern number which she ssayed in "Roberta" in 1935. Miss bunne contributed to a comedy equence also toward the end of he show.

There was one particular bit in Raye's stock company. Each contributed heartily, providing a contrasting foil to Miss Raye's briefly supposed a large of comedy, and each hit the risibilities frequently. Other guest was frequently. Other guest was frequently. Other guest was frequently. Other guest was frequently of comedy and each hit the risibilities frequently. Other guest was frequently of comedy and each hit the risibilities frequently. Other guest was frequently of comedy and each hit the risibilities frequently. Other guest was frequently of the following from the suspense along swittly. Entire standouts were Scott for best subject matter but the sharp contributed to a comedy save frequently of the following from the former puggives just the right effect to his lines, and writers Nat

solo juggling stint.

Horn, young import from overseas, opened with some ball juggling and eventually worked up to a smash finale. For his piece de resistance guy, seated on a unicycle, had an assistant feed him six cups and saucers, which he flipped individually from his foot to his head, stacking them one on top of the other. For a finishing touch, juggler booted a cube of solid sugar and a spoon into the top cup. top cup.

Playing a return date on show

top cup.

Playing a return date on show was Gayla Peevey, who waxed Columbia's "I Want a Hippopotamus for Christmas," backed by "Are My Ears on Straight?" Kid handled herself like a vet, delivering the latter tune, her only number, with poise. U. of Pennsylvania's Mask & Wig Club were on for an okay song and dance bit. Some patter between encee Ed Sullivan and Pat C. Flick, planted in the audience, was good for yock results.

MacRae piped "Stranger in Paradise" in neat fashlon, coming on later in the show to deliver two tunes during a colorful "Brigadoon" production number. Hayes and his wife. Miss Healy, opened with a terp routine augmented by comic dialog. Stint was good for a few laughs. Hayes followed with his standard drunk routine. Miss Jeanmaire made a sprightly appearance in a rhythmic ballet sequence.

Sullivan also introed the three winners of the third annual competition of the national Christmas Doll Contest, sponsored by Seventeen mag and the Save the Children Federation.

With Groucho Marx on hand to lides up the proceedings, Monday's (16) "Arthur Murray Party' over NBC-TV was definitely worth crashing. A party's success is usually dependent on the selection of guests and in this case the choice was an excellent one. Reverting back to his old Marxian character, guester romped around the stage, cut a few capers with some of the dancing gals, threw off an occasional fast quip and created a generally zany impression. With Groucho Marx on hand to

When not targeted on Marx, the When not targeted on Marx, the cameras were either focused on femcee Kathryn Murray, show's dancing contingent or the Liquinet commercials. Terp numbers, relegated to hallroom dance steps, were okay, as was Mrs. Murray's conducting of the 15-minute program. But it was Marx who was the life of the party. Jess.

Robert Montgomery came up with an exciting drama on his NBC-TV drama series Monday night (46) in a tele adaptation of Martin Dibner's recent bestseller on the Navy in the Pacific, "The Deep Six." Story of a group of officers and enlisted men grown to a near-psychoathic state on an

officers and enlisted men grown to a near-psychopathic state on an old wreck of a battleship was a taut thriller all the way through, capped off by some exciting battle scenes that were neatly composed with live and film footage.

With John Payne excelling in the lead and a top supporting cast doing some fine thesping, the drama maintained excitement and realism throughout. Robert R. Presnell. Sr's adaptation was an excellent tele job, and Norman Felton's direction moved the action and suspense along swittly. Entire cast was excellent, but among the standouts were Scott Forbes, Stephen Courtleigh and Herbert Rudley.

No small credit goes to Strials.

believe world of TV romance.

If there was any quarrel with this story of the effect of the depression on the lives of the native California farmer, it was with Norman Lessing's adaptation, which though it caught all the dramatic elements of the play, somehow made its situations appear a little too pat. But this is a minor point—even an hour isn't enough to fully develop the motivations of human beings caught in fundamental crises.

beings caught in fundamental crises.

Preston. as a farmer who's seen his land bought out from under limb by more ambitious and industrious immigrants, socked across his hates and frustrations in impressive style. Miss Emerson, who comes back from a life as an artist to try to start over again on her family's farm, created a restrained but effective portrait of a wise and tolerant woman. Dino Di Luca, as the Italian farmer Preston hates; John Cassavetes, as his son who loves Preston's daughter; and Daryl Grimes, as the basically good daughter who went off on the wrong track, were all excellent in support.

Theatre Guild, which produced "Harvest" initially on the Broadway boards, turned in another top-flight production job under the supervision of John Haggott. Alex Segal's direction was excellent, giving motion and meaning to what could have been simply a talkfest. Albert Herschong's sets, a dreary gasoline station and a contrastingly comfortable farmhouse, enhanced the realism of the production.

comfortable farmhouse, emant the realism of the production. Chan.

Chan.

Steve Allen the author is not to be mentioned in the same breath with Steve Allen the panjandrum of the pre-midnight pastiche in the N. Y. metropolis (WNBT); or Steve Allen the lyricist, pianist and practitioner of the ad glib. The most charitable theory that can be espoused on his "Flamingo" script for last week's "Danger" on rival CBS-TV is that it started out on his typewriter as a lampoon of tropics, exotics, spies and lies and wound up played straight except in one instance. With the author himself as one of its two stars—the other being looker-singer Jayne Meadows—Allen found himself doing a tongue in cheek (bordering on the clownish) with rest of cast taking the ultra-scrious route in one of the craziest mixed-up adventures of the season. It looked as if he had completely isolated himself from taking the director's direction. Even when the Eurasian Miss Meadows was dying in his arms at the windup Allen's nostalgic talk about "Paris in the Spring" came out as a buffoon's persiflage in what was intended as a tense scene.

And that's the way it seemed all the way through a dull half-hour

a tense scene.

And that's the way it seemed all the way through a dull half-hour of hackneyed, overfamiliars plot pegged on Communist shenanigans on the Asiatic ramparts. Most of the dialog was unbelievably vapid.

Trau.

ment.

Alistaire Cooke, the m.c., had laryngitis but, as always, did extremely well in introducing "Omnibus" segments, First one, a comedy by Martin Quigley, had Claudia Hall playing a trim 16-year old drum majorette in a small town, singled out by a pressagent to become the Raspberry Queen of Wyandotte Valley. Anthony Ross, as her father, stood out in the sketch which had a couple of laughs and no ending.

Jose Limon and his dance company put on "The Moor's Pavane," a modern ballet based on the murder scene from "Othello." This made for stirring viewing. Voices

pany put on "The Moor's Pavane," a modern ballet based on the murder scene from "Othello." This made for stirring viewing. Voices occasionally spoke Shakespeare's lines and Henry Purcell's music was used in the background. Lighting and lensing were topnotch and the overall effect was stunning. In somewhat the same mood, the fadeout of "Omnibus" presented a short poem by the Welsh poet Dylan Thomas, dealing with death, in tribute to the poet, who died last week in New York. As the poem was read in recorded form by the late poet himself, only Thomas' picture appeared on the screen, and gradually faded into darkness. Here again was an ingenious way of overcoming what on TV is unfortunately a very static bit. The visual effect in no way detracted and instead was made to fit the mood of the oral material.

material.

Seahorse film was okay. British reeler, called "Stop the Merry-Go-Round," deserves about the same rating. There wasn't a thing wrong with it, but it somehow didn't belong on "Omnibus." Show ought to make up its mind to whom it is trying to appeal. It's foolish to try to satisfy the whole audience all the time.

Hift.

Margaret Truman didn't write any new chapter in dramatic history last Sunday (15) in her first straight video role for the regular filmed insert on Paul Winchell's NBC show. But the "legit" section of Winchell's stanza has not been exactly a winning series itself since belng introduced at season's teeoff. Miss Truman conducted herself nicely, if without any special distinction.

Aside from her offbeat name

any special distinction.

Aside from her offbeat name value, there was no professional reason why Miss Truman should have been booked for the part. She has yet to learn, for instance, how to deliver lines properly. Her best effort to date was as a support on the opening Martha Raye show, but in that one she was utilized carefully and not permitted to go beyond her currently limited equipment as an actress—a tribute to Nat Hiken's conception and direction.

In the Sunday segment she was

Nat Hiken's conception and direction.

In the Sunday segment she was set in a Massachusetts locale 44 years ago and confronted by a becaped Winchell who thought she had witnessed his murder of a man outside her home and who held her at bay.

When the police arrived, she followed Winchell's instructions to wrong-steer them that the murderer went thataway and "described" the man, doing so with the door closed. The cops returned just as Winchell was about to do her in, their snapper being that Miss Truman couldn't have seen the fleeing man since she was blind. (How a bloodthirsty nurderer could have overlooked her blindness as she moved about the room was something that iwevers were supposed to ignore, in order to permit the surprise, element to take its course in the eightminuter.)

of what the bodies of women theoretically should have looked like to fit their changing attire.

Show has a great deal of merit and, once it finds its pace, moves along at a satisfactory pace in illustrated lecture style. The topic Sunday was "The American Look" and holding forth on that subject was Dr. Harry Shapiro, chairman of the department of anthropology at the Brooklyn Museum and a gent for whom the TV camera obviously holds no fear.

Dr. Shapiro has an extremely pleasant, informal manner, and CBS' Charles Collingwood, nartator of the "Adventure" series, manages to elicit information via a series of questions that come out more as casual conversation than an interview.

The four satirical statuets representing the ideal women's figure based on clothes of any given period were sculptured by Costantino Nivola. Use of old film clips helped make this sequence amusing without losing any of the point. Dr. Shapiro observed that while there have been changes in American physical characteristics — it seems we are growing taller—fashions have been "more impatient than nature" and have of course gone beyond actual changes in the human body.

Program traced American physical types via the use of a shadow-box set, which made for moderately impressive viewing. Windup consisted of the presentation of "Norma" and "Norm-man," list is guestical studies of gynecologist Robert Latou Dickenson. The composite American female type, it appears is five feet, three inches high, weighs 123 lbs. has a bust measurement of 34" and a 2612" waist.

"Adventure" cameras had a good, long look at "Norm" and a more casual one at "Norm-man" and a more casual one at "Norm-man".

measurement of 34" and a 20-2 waist.

"Adventure" cameras had a good, long look at "Norma" and a more casual one at "Norma" who, unlike "Norma," was fitted with a modest fig leaf. After that, they switched to a real-life "Norma" (attired) whose measurements apparently coincided with the scientific appraisal of what the composite U. S. female looks like or should look like.

Director Alan Reisner did a nice job keeping his show on the move as much as possible and, by inserting the proper viewing material, succeeded in the program's prime purpose of dishing up an educational entertainment package.

Hift.

JACK PAAR SHOW
With Edith Adams, Richard Hayes,
Pupi Campo Orch
Producer: Af Span
Director: Burt Shevelove
Writer: Larry Markes
30 Mins., Frl., 10 a.m.
Sustaining
CBS-TV. from New York
Jack Paar can take his place in
the long line of informal, soft
spoken comics who've hit the tele
lanes since Dave Garroway started
the whole thing in Chicago several
years ago. Like the rest, Paar's
an ingratiating guy and he holds
a pleasant easygoing pace throughout the half-hour of small talk
and song.

out the half-nour of said and song.
Series, which preemed Friday (13), was set right in the carly morning dialer groove. Format includes some lighthearted Pair palaver and easy-on-the-ear vocals by Edith Adams and Richard Hayes. It's not geared to set the world on fire but it will make lots of friends.

Color TV Review

BOB HOPE SHOW

BOB HOPE SHOW
Still making the main event news on "Operation Rainbow," Nat's on "Operation Rainb

other hues were exceptionally vivid.

The only concession to "sex" aside from some of his gags was Hope's introduction of the "All American Color-Genic Girls" at the finale, and this alone was a socko segment encompassing eight beauts in a mannequin-promenade.

General Foods, Hope's cheek-writer, made a good bid for color acclaim via its product shelf such as Jell-O pudding and pie fillings. Some of the tones were on the dark side, however, though the "realistic" values, such as the chocolate, stood out. Here and there arose a blue-green-haze. In the Minute Rice closeups, some light values were lost as measured against the monochrome set. A dishe monochrome set. A dis-finished Jell-O pies was

against the monochrome set. A display of finished Jell-O pies was mouth-watering.

Programwise, the show was bit draggy, and MacMurray could have been used to more advantage. Miss Paige, with vocals to augment her sketch participation, drew a better deal in this regard.

NBC brought in its tint power-house to take care of that end. Headman is Barry Wood, exec producer in charge of coordination; Norman Grant, consultant; Dick Ward. commercial director, Carl

ducer in charge of coordination;
Norman Grant, consultant; Dick
Ward, commercial director; Carl
Cabasin, technical director; Guy
Kent, costumes; Lee Carlton,
lighting; Irwin Carleton, makeup,
and Reid Davis, technical supervisor. Usual roster worked on the
Hope end, including producer Jack
Hope, director Jim Jordan Jr.,
writers Mort Lachman and Fred
Fox, with Les Brown batonning
the orch. Ben Grauer and Durward Kirby were the announcers.

THE GOLDEN YEARS
With Chet Long, Bill Pepper, others
Producer-director: John Haldi
60 Mins., Fri. (13), 8 pm.
BORDEN'S MOORES & ROSS
WENS-TY, Columbus
Taking its cue from the Ford
Anniversary program, an alert and
public-spirited milk 6rm presented an hour-long production on
the last 50 years in Columbus to
celebrate its own half-century of
service, Program was well-planned,
coordinated and produced; it had
been in preparation since last August. The event stands as an example of what can be done on the
local level by any big company
wishing to put its best foot for-

gust. The event stands as an example of what can be done on the local level by any big company wishing to put its best foot forward in television.

"The Golden Years" was an entertaining review of life in Columbus since 1903, employing narration, film clips, still clips, still photos, live action and music to stir nostalgia of residents. There were plenty of film shots and still scenes to show the younger set things about their city that were familiar only through conversation, eg., the 1913 flood, old landmarks long since razed, the spectacular Olentangy Park, Billy Sunday and the Wright Bros.

The script, written by several on the WBNS-TV staff, tied things to gether handsomely and made its transitions smoothly and with literary grace. Production values were of a high order with excellent camera work and direction making a well-paced presentation.

Dean.

CELEBRITY PARADE
With Warren Hull, emcee, Ginny
Simms, Parks Johnston, Margo
Jones, Johnnie Johnston, Mel
Torme, Bell Sisters (2), Lauritz
Melchior & Co. (3), Jimmy MeHugh Troupe (6), Louella O.
Parsons, Jack Buetel, Arthur
Treacher, Dizzy Dean, Kenny
Sargent, Pedro Gonzales-Gonzales, Bob Brannon, others
Producers, Dennie Dunn W. P. De
Producers, Dennie Dunn W. P. De
Mexica Station to transmit out
WATV. became the sixth Ne
York station to transmit out
We Empire State Bidg., over the

made a brief onstage appearance, between Jack Buetel's two story-telling segments about Dallas, his hometown. Ovatlon of the entire show was accorded Lauritz Melchior who, after a lengthy, stirring appeal for funds, voiced "Because" and joined his assistants, Angeline Collins and William Chapman, In duets.

Jimmy McHugh, his four femme singing stars and Matty Malneck, conducting, added smash song hits for top returns, with McHugh's pitches for donations making impressive listening. "Space Patrol" regulars, Lynn Osborne and Virginia Hewitt, made good onstage assists throughout, as 400 telephone operators worked pledge calls. Bell Sisters, Dizzy Dean and Toni Ross added vocals while working pledges, Jat Herod socked overcomic chatter and top fiddling, and Barr & Estes scored in eccentric terp work.

Johnston worked 12 hours and Mel Torne was on for five. Palrocked viewers with vocals, emcestints and frank pltches along "Texans brag, now prove it" lines to swell the coffers.

Orchs of Bob Kirk and Rip Giersdorf, latter KRLD staffers, turned in solid backing for the many acts. Bob Brannon, Klifannouncer-deejay, made heavy invoads on purse strings with onand-off serioso shots.

Bark.

RAYNER SHINE SHOW

and-off serioso shots. Bark.

RAYNER SHINE SHOW
Producer: Ted Liss
Director: Phil Bondelli
Writer: Larry Gutter
45 Mins.; Mon-thru-Fri., 8 a.m.
Participating
WBBM-TV, Chicago
Sort of a lowerscale "Today,"
this toast and coffee potpourri suffers from the rather large handicap
of being slotted directly opposite
its NBC-TV prototype. Naturally
considerably less pretentious than
the network wakeupper, the local
offering on the CBS outlet may
pick up something of a following
from those among the early morning dialers who just want the time
and temperature with a minimum
of fuss.

Ray, Payner is an affable enough

Switch to N.Y. Beam Site

VARIETY

Switch to N.Y. Beam Site

Newark's indie tele station,
WATV, became the sixth New
York station to transmit out of
the Empire State Bldg., over the
weekend, and celebrated the
switch from its New Jersey transmitter site with a 16½ hour teletion for the benefit of the Lighthcuse, which operates a multiinde
of facilities for the blind. It was
a happy way for all parties concorned to mark the occasion; It
raised \$100,000 the amount registered at the end of the show,
with probably more phoned or
wired in later) for a worthy cause;
it introduced Gothamites to the
station, which in most areas had
been merely a blur on the screen,
with some topnotch talent; and incidentally, it gave Irving Rothenl'aus and his station execs a quick
idea of the station's new coverage
area from the pledges phoned in
from far out on Long Island and
Connecticut.

The telethon itself was in many
ways different from what NY has

Connecticut.

The telethon itself was in many ways different from what N.Y. has seen up to now, different from a plus and from a minus viewpoint. First off, the Lighthonse itself, along with the entire production staff, should get a big bow on the intelligent and distinctly low-pressure manner in which the pitches were prepared and delivered. Instead of the hectic, sometimes hysical and Hull and Johnnis self interviewing crippled/brain patients.

Parks Johnson, retired "Vox Pop" emcee, reminisced briefly with former partner Hull anent their bygone radio show. Margo Jones, with Theatre '53 associates, made a pitch for contribs in a walkon, as did Louella O. Parsons, in on vacation. Latter made two spiels and donated \$50. Kenny Sargent, local decjay, revived his oldie, "For You," in good vocaling. Talent parade arrested viewers as Arthur Treacher, unannounced, made a brief onstage appearance, between Jack Buetel's two story-telling segments about Dallas, his hometown. Ovation of the entire show was accorded Lauritz Metric Parks and the parameter of the param

On the talent end, New York Daily News columnist Danton Walker can take a bow for rounding up most of the top talent in town and presenting them in a colesive, coherent manner that showed originality and thought. Part of the show was divided into segments, and although It all didn't come off as was planned, at less ta vestige of the planning was apparent in the unhurried, calin manner in which the show ran off. But this too embraced some dis-

apparent in the unnurried, calin manner in which the show ran off.

But this too embraced some disadvantages. In many parts, the show was entirely too slow-moving, due to a number of factors. Walker, who emceed, operated from behind a row of phones, and despite a good try, he couldn't answer phones and run a show at the same time. Direction 'was poor, with acts failing to be cued properly and, consequently not ready to go on camera when introduced. Camera work was poor, sometimes actually sloppy. Enlire effect was to slow down the show to a walk, especially in the early portions. Things picked up quite a bit after midnight, however, and the show ran more smoothly thereafter.

Although all the talent which

thereafter.

Although all the talent which appeared can't be listed, some deserve special mention, among them Eddie Fisher, who sang and answered phones through the early morning. Perry Como, who was a tepnotch performer and who also did a long stint on the phones. tenoren perioriner and who also did a long stint on the phones; George Abbott, who did a fine job of rounding up and directing and introducing some of the town's best legit players; Duke Ellington, whose band played most of Sun-day morning.

day morning.

Walker, with the aid of The News' Connie Soloyanius, did a fine job on the producing-hosting end, but he's definitely not the enicee type. While there wasn't any question of his selflessness in any question of his seriessness in promoting the telethon, on camera some remarks about some of the donations had no place on this type of appeal. It was probably just thoughtlessness.

But all the little irritations aside, it was an auspicious way for WATV to introduce itself into the Gotham market, and ore of which the station and the Lighthou should be proud.

Chan,

Pittsburgh — Patricia Moreell, former promotion and publicity manager of the Cariton House Hotel and previously a publicity staffer at WDTV, joined the G. Norman Burk agency as radio-TV director.

YOU'R SHOW With Robert Aida, Jane Harvey, Eileen Ford, guests Producers: Gerry Gross, Norman Rose

With Robert Alda, Jane Harvey, Elleen Ford, guests Producers: Gerry Gross, Norman Baer Director: Babette Henry 55 Mins., Mon-thru-Frl., 11 a.m. WABC-TV. New York Robert Alda is teaming np with Jane Harvey and Elleen Ford for another WABC showcaser smacking of haustran appeal. Nonehalant show runs the 55-minute gainnt in smooth fashion, with Alda's conversational tones as good background for Miss Harvey's vocalizing and Miss Ford's chitchat sidelight, "The Women's Page Initializer (16 guested Pai Rooney and former N.Y. Sankee ballplayer Toomy Henrich, now riding his own WABC-TV show Saturday nights A three-piece combo sets page for the late-inorming spot and Alda works in well with them, vocalizing in the final moments. Novelty gimmicks, used to gather viewer response, are not too original but pranning to bring results. Program, for example, manginated a contest to choose the "Most Beantial Girl of the Week" Daily show will feature a Miss Monday, Pineday, etc., with weekly winner to be chosen by andence, given a one-week expense-paid trip to Berminda. Miss Harvey, a looker who keeps session moving with rhythmic stylings, followed after Alda's easy intros Program for expense-paid trip to Berminda.

Miss Harvey, a looker who keeps session moving with rhythmic stylings, followed after Alda's easy intros Program livened up with an off-the-cutf interview with Rooney. A pitch for temmes to highlight their latent pulchritude was the peg used by Miss Ford who took a nodel from her own modeling agency to show how feminine thating to take over the mining account of the Brooklan Boogers Issue wasn't pressed and Henrich merely commented on his preference for his video show. Program in although revolving around Alda's showmanshin, per milis a varied display of Lednel, and promises to be a good answer to late-morning viewers.

PRESCRIPTION FOR LIVING With Warren Guthrie, Dr. Allen Moritz, Dr. Living

PRESCRIPTION FOR LIVING

PRESCRIPTION FOR LIVING
With Warren Guthrie, Dr. Allen
Moritz, Dr. Irving Suoshine,
Tony Stebley, Marian Vesbak,
Rob Evans
Producer: Strart Buchaban
Director: Harry Black
30 Mins; Sun. I p.m.
STANDARD OH. OF OHIO
WXEL, Cleveland
(McCann Erickson)
Back again for one of the more
delightful and etherational stanzas,
"Prescription for Living" is a halfhour illustration of local programming that can serve as a criterion
for, any network stanza.
Formal of the show is based on
question-answer technique to everyday health problems with Warren
Guthrie shooting the questions at
expert members of the medical
profession. Then, as a stimulating
break to provide both a change of
pace and educational treatment,
program shifts to a family seene
that highlights medical situation
being discussed. In stanza caught,
subject was poison
Experts were Dr. Allen Moritz,
head of pathology of Western Reserve University, and Dr. Irvini
Sunshine, of the county coroners
office. Both men highlighted their
respective sides of the subject. Dr.
Moritz the direct approach, while
Dr. Sunshine veered towards porsons as used in criminal fields. In
that respect, Dr. Moritz, too, was
able to offer excellent material as
he is known as one of the outstand
ing authorities in legal medical
fields.
Range of disenssion extended
from carbon monoxide to alcohol

dds. Range of discussion extended from earbon monoxide to alcohol poisoning. Warren Guthrie, as mod-crator, kept the stint moving at brisk pace. The portrayal of orch crator, kept the stint moving at brisk pace. The portrayal of orch family scenes as "just one more drink for the road," "monoxide fumes," "putting stoppers in the mouth," etc., was done with professional know-how by a competent staff including Marian Yosbak and Tony Stebley as the Hampdens, and Rob Evans as Uncle George.

Also, to help assure full educational value, exhibits, various anatobical models, etc. are secured from the Cleveland Health Musy of Medicine, serve as advisors my of Medicine, serve as advisors and guides.

Under the expert eye of producer Stuart Buchanan, the half-hour segment provides not only Greater Cleveland, but five other Ohio citles with one of its quality shows. The program is relayed to WTVN. WCPO, WKBN, WHIO, and WSPO. Script by Storycraft provides a broad avenue to realize program's success.

success.

Sponsor Identification is restricted to opening and closing tag, and usually in the form of institutional blurb; a procedure in good taste. All in all, starz rates orchids.

ANSWERS FOR AMERICANS With Devin Garrier Francis

NSWERS (1) A Court of the New York of the New

Howley, Prof. J. K. Norton, Hardy Burt
30 Mins.; Wed., 8:30 p.m.
Sustaining
ABC-TV, from New York
"Abswers for Americans" giver AIC-TV an educational and informative type panel show, bringing the network in line with its competitors and tultilling an obligation to do its part in contributing to public enhaltenent on vital political, economic and social issues. Varying the usual airway fare and offering serious food for thought, the program undoubtedly will be welcomed by a strable number of setowners.

If the tecoff is a representative sample, this panel show will differ from most of the other successful programs in similar groove by eschewing verbal fireworks and angry and frequently disorderly debate in favor of calin, dispassionate discussion. Whether such temperate and well mannered, intelligent handling of topics of the day will hold as large an appeal at the heetic gablests and Donny-brooks remains to be seen. It's a recognized fact that most people of brain food spiced with peppery word slinging.

It may be, of course, that the initial question up for discussion, "Where Does the Eisenhower Administration Stand Today.", chosen by the show's producer, iso'lt sufficiently controversial yet to set affects, exploding into heated or angry exchanges, which dialers have come to expect and which so many welcome. Then again, however, it may be the show's purpose to keep the discussion at a tame temperate and gentlemanty level on pomionated about the subject matter themselves or are so constituted temperamentally that, they can hold themselves in check and exercise self-control when conopinionated about the subject mat-ter themselves or are so consti-tuted temperamentally that they can hold themselves in check and exercise self-control when con-fronted with opinion differences. Even the guest, a Democratic U.S. Senator, didn't appear to be overly aroused at any stage, and there weren't any interruptions or there-ups that mark so many shuffar pro-grams. ains Format tollows lamiliar lines

grams

Format tollows lamiliar lines
There's the moderator, beven Garrity, and the three regular panelists, identified in a manner to give
their opinious authoritative value
and meluding two educators. General Frank Howley and Prof. John
K. Norton, and a Republican
leader, Hardy Burt Facing the
banel upon this occasion was U.S.
Senator A. J. Ellender, Democrat
from Louisiana, who faced its
questioning, answered its arguments and expressed his own
Dialers will furnish the questions to be discussed on subsequent shows after next week and
the selected topic will win a \$100
delense, bond for its submitter
The sub-questions used will call
for honorable mention awards comprising mention of the names and
addresses of those sending them in
Garrity proved a skilled modcrator who kept the discussion
moving nicely and who injected
his own interesting questions intethe proceedings and clarified them
when necessary He annonneed
next week's question as "What Can
Be Done About Korea?" Rees.

LIGHTS, CAMERA, QUESTIONS

Be Done About Korea." Recs.
LIGHTS, CAMERA, QUESTIONS
With Frank Murphy, Jack Silverthorne, Max Mink, Dick Wright,
Gloria Gale, Louise Baker,
Johnny Andrews
Writer: W. Ward Marsh
Director: Jue Tanski
30 Mins; Thurs. 7 p.m.
WNBK, Cleveland
When the lilm Industry blendi
is talents with television, the cutresult, as is evidenced in "Lights
Camera, Questions," can be a sparking hall-hour of quality entertanment

Camera, Questions, "can be a spar king hall-hour of quality enter tanment. In this Thursday 7 p.m. segment the brainchild of W. Ward Marsh film critic of the Cleveland Plais Dealer, the major first-runs have latched onto a slick bit of advertising to entice stay-at-homes into theatres.

Program employs several gimmicks including home audience participation. Viewers are asked to send in questions to stump the panel of four experts: Frank Murphy of Loew's; Jack Silverthorne of downtown Hipp and Tower, Dick Wright of Warmer Bros., and Max Mink. RKO.

Originally, viewers were asked to phone answers, but phones were so jammed that telephone company ruled against further use, and show installed written answer.

Third gimmick is mystery question posed at panel at the opening of the show, although audience is shown the answer. 8

After experimenting with femme (Continued on page 46)

· Television Chatter

the first guest yesterday (Tues.) coinciding with Miss Sinclaire's teeoff segment . . . Larry Romer named new TV director for Gene Rayburn Show which teed off on WNBT Monday '16' . . . James Sheldon, director of Armstrong's "Circle Theatre," will ditto a Thanksgiving special on "Robert Montgomery Presents" Nov. 23 on NBC-TV . . . Robert Alan Aurthur of the Talent Associates scripting stable is writing a book about packagers called, strangely, "The Packagers."

No word yet on whether Perry

"Hawkins Falls" . . . Milton Berle got himself pardonably tangled on his show last week with Martha Raye as guestar when he said he'd see her on the Colgate ("Comedy Hour") show "on Saturday," Colgate's on Sunday and Miss Raye's regular stanza is on Saturday, prempting "Show of Shows" every four weeks. But he did mean Colgate which Miss Raye headed on Sunday (15) . . Dave Ballard, seven-footer now in the greeting card biz who played in the legiter, "Jumbo," now playing a regular part for five or six weeks on "Captain Video" on DuMont as Tobor trobot backwards).

Agent Henry C. Brown placed the following last week: Lydia Reed, "Personal Story"; Chuck Taylor, Medallion: Joy Hilton, "Peepers"; Ginger McManus, Philco; Pidgie Jamleson, Montgomery; Puf Flanagan, Kraft; Fran Spanier, "Second Mrs. Burton." . . . Sophie Tucker will be guest on Ed Sullivan's "Toast of the Town" Nov. 29.

Freddie Chapman, Capitol's cowboy singer, signed by WBRE-TV, Wilkes-Barre, Pa., to handle daily W-Bar-E Ranch show . . . Charles Bernard named sales account exec at WABD, N. Y., DuMont flagship . . Gene Sultan on "Man Behind the first guest yesterday (Tues.) "Hawkins Falls"...Milton Berle coinciding with Miss Sinclaire's got himself pardonably tangled on teeoff segment...Larry Romer his show last week with Martha his show last week with Martha his show last week with Martha Playhouse, Thursday (19), on ABC-TV...Tensyear aguestar when he said he'd TV.

Julia Meade, who does the Lin-coln-Mercury pitches on "Toast of the Town," was inadvertently re-ferred to as Ed Sullivan's secretary in past week's VARIETY.

the Town, was inadvertently referred to as Ed Sullivan's secretary in past week's Variety.

Frederick Fox, set designer for NBC-TV's "Your Show of Shows, to address the Art Directors Club in Washington Nov. 23 on art direction in TV... Joey Walsh set to star on "Personal Story" on WABC-TV Sunday (22). Hank Sylvern will conduct on the fournetwork "Dinner With the President" telecast celebrating the Annin Defamation League's 40th annin Monday (23). Barry, Enright & Friendly have retained on a permanent basis Mrs. Irma Simonton Black, child psychologist who acted as a consultant on their "Winky Dink and You" show on CBS. Jimmy Yoham set for the Donald O'Connor staras Sunday (22) on "Colgate Comedy Hour". Wally Stone of WITV, Ft. Lauderdale, Fla., in town prior to opening of the station Nov. 26.

Phil Kaifus, CBS mail clerk, formerly an NBC page, pulled another reverse when NBC-TV picked his first teleplay. "The Beard," for Armstrong's "Circle Theatre," Tuesday (24) He's a nephew of NBC's chief of the Photo department, Sid Desfor.

John Butler signed by NBC Television Opera to choreograph dances for Verdi's "Macbeth," Nov. 28, Glen Tetley and Felisa Conde will have the dance leads.

Betty Eastham named production supervisor of "Leave It To The Girls." New director is Victor Girls: "State of the Control of the Control announcer on the program.

Hollywood

CBS-TV is prepping two more situation comedy series, one for Barry Sullivan, another for lillary Brooke. Dick Johnston, former production manager at Paramount, joins Sovereign Productions as production supervisor. replacing Chris Beute, who is ill. Ida Lupino stars in "House for Sale," Four Star Playhouse entry rolling Dec, 7... KTLA failed to renew option on puppet show, "Flyboy," and the Bob Clampett production exits the channel at end of year.

Bob Guggenheim shifted offices from Studio City to the Goldwyn lot... Richard S. Mulford, formerly with Russell Seeds agency in Chi, joins Desilu, in charge of commercial film department... Peter M. Robeck exited as general sales manager of Consolidated Television Sales.

Jackie Cooper may do lead in new NBC-TV situation comedy, "How About Freddie?" prepped by writer Charles Isaacs, who may also direct... KNBH exec producer Dean Craig to Mexico City on vacash...

Joan Melsner replaces Pat Healy in KTTV's flackery.

Chicago

THE FIRST STEP toward providing the greatest TV Coverage in Oklahoma will be when KWTV-CHANNEL 9-OKLAHOMA CITY GOES ON THE AIR NEXT MONTH (DECEMBER) as a BASIC (CBS) AFFILIATE. Interim coverage area — 40 mile radius. 10,000 Watts. RCA Need we say more to time buyers? equipment.

EDGAR T. BELL **Executive Vice-President** FRED L. VANCE Sales Manager

OKLAHOMA TELEVISION CORPORATION OKLAHOMA CITY 14, OKLAHOMA

AFFILIATED MANAGEMENT KOMA - CBS RADIO

... ON THE AIR WITH FULL POWER AND

REPRESENTED BY AVERY-KNODEL, INC.

And in Just a Few Months...

 316,000 WATTS, ERP . 12 BAY SUPER GAIN ANTENNA . RCA EQUIPMENT

Radio Follow-Up Comment

(BS Radio's hour-long taped condense this into an LP album, "Stage Struck," paid tribute to Edwin Booth and the Players last Friday (13), the day marking Stage manager-actor-writer Boh Less Friday (13), the day marking he 120th birthday of Booth, who founded the noted theatrical club. Less lined up a noteworthy array of present-day stage greats to emulate onetime stars, and to tell the story of Booth and the Players. But despite some entertaining moments, and a few powerful bits, the whole hour was rather pretentious, dry and stuffy. A sort of thespic autograph party with all that array of names, it nevertheless rated as anything but a legit hit. Walter Hampden, longtime presof the Players, started off in the lole of Booth, reading the deed of gitt of the noted club at 16 Grametry Park, N.Y. Then, briefly, different names like Marc Concelly, John Seymour, Clark Gable and Cedir Hardwicke took up the script to describe incidents and ancedates in the lives of various thespic greats. Charles Coburn gave a toast to Booth. Rex Harrison read a poem by Don Marquis, onctime Players member. Richard Whorf told of Booth's first stage

of names, it nevertulesess rated as synthing but a legit hit.

Walter Hampden, longtime prez of the Players, started off in the role of Booth, reading the deed of gift of the noted club at 16 Gramerey Park, N.Y. Then, briefly, different names like Marc Conselly, John Seymour, Clark Gable and Cedric Hardwicke took up the script to describe incidents and anecedotes in the lives of various thespic greats. Charles Coburn gave a toast to Booth. Rex Harrison read a poem by Don Marquis, onettime Players member. Richard Whorf told of Booth's first stage appearance in Boston. There was even a bit of curiosa in the voice of Booth heard from an oldstyle waxing, in "Othello."

waxing, in "Othello."

The portions that redeemed the austerity of the show were such entertaining moments as Deems Taylor's highly amusing reading of onetime Players member Mark Twain's dissertation on the German language (wholly extraneous to legit, by the way), Elliott Nugent's farcical list of new Players members' qualifications, Bobby Clark in a scene from "The Rivals," Frank Dixon singing "Mike McCarthy's Wake" and Alec Templeton 4s on Pipe Night) playing a musical toast to Hampden and then singing "Jingle Bells" as Bing Crosby might do it.

Memorable moments came in

Memorable moments came in Dennis King's surprisingly good reading of the Solitopuy from 'Hamlet'' and Maurice Evans in a delivery from 'Richard II.'' These were real theatre.

Columbia Records is supposed to Conducts.'' "peculiarities" of the advertising biz in its relation to radio and TV.

Dallas—Walter Hendl, conductor of the Dallas Symphony Orchestra, returns with his winter series of arings on WFAA in "Walter Hendl Conducts."

mark Toby, who switched his 30-minuter to a Sunday night slot over WEVD (N.Y.) last June, continued his clever satirical punches last Sunday 115) with a parody on the ad agency boys. Playing on some sharp dialog that secred consistently. Toby dubbed in an interview with a "v.p. of BBB&Z," a sldeswipe at BBD&O. Character studies, with Toby playing all the parts, came off well with interspersed anecdotes and novelty disks making for dialer appeal at the late hour, 10:30 to 11 p.m.

Takeoffs were as neat as anything Henry Morgan introduced on his radio Cigar Store 15-minuters a few years back. Show, after slow introduction, cued up fast with interviewee v.p. "Ed Zipper" and hit hard at some of the "peculiarities" of the advertising biz in its relation to radio and TV.

Dallas—Walter Hendl, conductor

IRENT CORBALLY KUHN 15 Mm., Sat., 7 p.m. WOR, N.Y.

WOR, N.Y.

Vet reporter and commentator frene Corbally Kuhn is back on radio via WOR, N.Y., with an offsheat but interesting type of newshow Mrs. Kuhn asks listeners to write in with questions alloud newsevents, then proceeds not only to answer them, but to tell how she went about getting the answers in an occasional case, her answer is disappointing, but overall, it's an extremely interesting 15 minimites.

on show caught, she came up with a blank on the question of the constitutionality of Harry S. Truman's refusal to testity before Congress on the White case, explaining that the several law firms she had approached on the topic had retused comment. But she provided some pertinent information on the topic of diplomatic immunity in answer to a question on why United Nations, members are allowed to carry threarms, and brought out some interesting statistics on the number of Negro-college students in the US as compared to all college students at England Program is a sort of political "answer man" with the methods of getting the answers, and it shapes as fine radio fare.

MUSIC ROUNDTABLE
With Jay S. Harrison, Marlon
Bauer, Renato Cellini, David
Randolph
30 Mins. Sat. 8:30 p.m.
WNYC, New York
Same lively, provocative Saturday evening discussions on classical nusic give WNYC's new panel
series an educational appeal with
efficient moderator Jay S. Harrison preventing show from lapsing
into a dull, technical attair.
Harrison, N.Y. Herald-Tribune
music critic, hosted for panelists
Marion Bauer, instructor at Juilliard and the N.Y. College of
Music, Renata Cellini, Met and
RCA Victor conductor, and David
Randolph, WNYC commentator.
Program, a discussion of questions
submitted by tisteners, evoked
wide controversy from the three
panelists. Opening question, however, was allowed to take up 25
minutes of the show's half-hour
sked, with a second letter given a
five-minute argument. This disparity will probably resolve itself
when letters start coming in more
frequently.

KAXSAS CHY HOUR
With Kausas City Philharmonic
Orch: announcer Bob Highy;
Natrator, Vintras Note
60 Mins, 130 pm. Sunday
K.C. 11EL INSTRANCE CO.
WDAF, Kansas City, Mô.
*Townsoad Wiffares, Jose
The Kansas City Philharmonic
Orchestra is presented on the air
in a new format under sponsorship
of the Kansas City Late Insurance
Co for a schedule of 20 weeks. In
seasons post the retuct has been
directed at carvaing the regular
subscription concerts live. This
season the orch is doing a special
one-hom conceit for radio and
putting if on tope for the Sunday
afternoon listeners, the first program being broadcast No. 8
Musically the current orchestra

grain being broadcast Not 8

Musically the current orchestra
organization is tabled as one of
the best under the Philharmonic
banner, and it appeared in good
form on this mittal program Prograin selections exidently are being
kept on the lighter year of the
classical side for the obviously
wider appeal. The opener included
the form precides from "Carmen."
Prokofiew's "Classical Symphony."
the "Polovertrian Dances" from
"Prince Igor," and Von Weber's
"Invitation to the Dance."
Each number is introduced with

"Invitation to the Dance."

Each immber is introduced with brief program notes by Hans Schweiger, conductor; his first attempt at anything of this kind on the air since he came here several years ago. Maestro shows his promient German accent, but this possibly lends a note of authority to the comment and he comes through capably. Regular announcing choice is also handled with particular care by Bob Higby of the WDAF stati, with Murray Notle in on the special narration mid-program in same manner.

Spousor has mapped the show

same manner.

Sponsor has mapped the show as something more than a concert devoting a segment unidway to saluting Kansas City and its attractions. This one covered the William Rockhill Nelson Gallery of Art and Atkins Aluseum, and included an introductory welcome by W. E. Bixby, president of the insurance company All was made to the control of the program gains some stature from this format.

Series bids to be one of the best.

some stature from this format.

Series bids to be one of the best yet devised for airing the evice orch, the taping peruniting a selection of music for the radio andience and also putting it on the air at a fine when it does not compete with the regular concerts (Tues., Wed.). The one conflict in

BILL WELLS MATINET Producer-Director: Harold Krel-stein 90 Mins., Mon. thru Fri., 2:30 to 4 p.m. Participating WMPS, Memphis WMPS Memphis ABC aftibate,

has wrapped up a terrif package in bringing back Bill Wells, pap deedown here to Dixieland after racking beaucoup raves at Chi-cago's WBBM Wells' winsome,

racking beaucoup raves at Chicago's WBBAI Wells' winsome, free casy to-listen and contagons style is enough for this fifth nationally ranked platter pusher to iteratly dominate the maintee andience during his breezy 90 minute stint. This trouger knows the misseal score and a "champion" in keeping his listeners glined to their sets—and what's more scores aplenty in the femme circle.

Wells' nostalgic style of interspessing his program with ofdes current hits earned him added andience applaise in the Memphis disk jocks brigade Bill was pouring it on when caught (10) in spinning. The Waited a Lattle Too Long" with Trudy Richardson and then boinneed back with a dandy from yesterday in "It's a Sin to Tell a Lee." The WIPS aptormer sold these two pancakes with voice sky'e quality plus His shownanship in the former department is ample evidence of his "know-how" and polyshed mike technique.

When it comes to unloading a brief capsule of entertainers and performers—appearing, on the "Wells Mattinee." Billy Boy is a sockselber He practically wins the histener in a winning claat, via the airlanes and holds 'em with a strek or two on current and post favorites. His segne style is also anoth 'r helty scoring banner for the Wells afternoon session. He did a nitty stint of moving from odde "Woste Young."

Wells had from his steeling clast.

Wells is a definite winner for WMPS and Dixie there's no doubt about that from his listening chart,

the setup is scheduling which now has the concert competing with the New York Philliarmonic via network on another station This 1 likely to divide the longhair andience, with the boad orch due to get the listeners who favor the lighter music and the net orch getting the deep dyed music foldowers.

Quanta

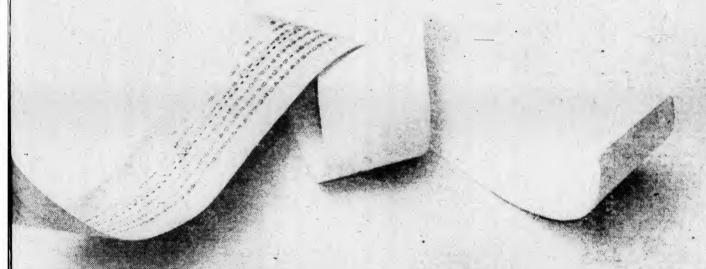


NEWARK, New Jersey

Now Transmitting from the EMPIRE STATE BLDG.

New York





Television Audience Report-October 1953

Nielsen Television Index, October, 1953; Homes reached by the average TV program

	Nighttime	Daytime
NBC	7,217,000	2,668,000*
No. 2 Network	5,710,000	2,038,000
NBC Lead	1,507,000	630,000

The true test of television network leadership is its ability to deliver the largest audiences. And this season, as in every other since the inception of network television, NBC has a commanding lead in the number of homes reached. To advertisers the facts are clear... NBC is America's No. 1 Network.

NBC Television A service of Radio Corporatum of America

Telethons Cut Actors' Jobs

at 0 to curb charity rackets of that period; then as now feeding on petitive to show biz. In one instance where an artist played the Hollywood Bowl, with a \$2.80 top tethod for raising money. In the case c. Los Angeles itself the artist with 29 other top names, all-film Permanent Charities Committee and the Community Chest leep costs under 6/2!

Reagan remarked it was unfair to the theatre exhibitor, when talent such as Martin and Lewis, Bob Hollywood as Martin and Lewis, Bob

(Although Theatre Authority is functioning on the Coast, organization was dissolved in the East some years ago when the American Guild of Variety Artists withdrew from the setup. Since then, AGVA has clearing its own-benefit performances petting a mini-mum of \$285 for name per-formers and \$25 for other acts. The \$285 is based on 1.7 of a mathical \$2,000 top weekly salary.

New York nightclub owners

New York nightchib owners have often complained giant benefits at Madison Square Garden comptied niteries and theatres for several nights in a rm because thousands had see the top acts of every establishment at the cuffo shows. New York Chibdate agencies also complained that organizations that used to pay for talent had changed to benefits.)

clared that the exploitation of theatrical personages had big business. "Advent of the telethon has made the situation more diffi-cult to deal with, a benefit is set up and handled in such a mansee up and nandled in such a man-izer that when it goes to Theatre Authority for its approval, TV is placed in an untenable position where it has no choice in the laatter."

natter."

Reagan revealed that about \$25,000,000 was raised in major charities in Los Angeles last year and that actors had (1) contributed around \$2,000,000 cash to such charities, and (2) via gratis use of their talent given another \$3,500,000.

This added up to about a 20' contribution from 10' of the population! "In addition, we take case of our own through the Motor Peture Relief Fund, and never ask anyone else for anything." he amplified.

But the chief danger of the ben-

to appear at a benefit.

Reagan remarked it was unfair to the theatre exhibitor, when talent such as Martin and Lewis, Bob Hope, Jack Benny and Red Skelton are all billed for the same air show. He thought it doubtful that much of the public would be impelled to pay to see one of these sters at a theatre the same night they're scheduled for a telethon.

Reagan reported that there is

Reagan reported that there is continuous pressure on the Guils and Theatre Authority to okay all benefits, one of the more recent requests being for a benefit to raise the mortgage on a religious property. property.

Reagan cited an amusing incident about a banquet he recently enceed—a benefit, that is. He found a moment to tell the audience that while actors are always glad to give to charities, the times have been tough on thesps, and its difficult for them to get jobs. When he finished and sat down, a femme next to him asked: "You mean there are a lot of actors out of work?," and Reagan replied affirmatively. Said she: "Put me in touch with some—I'm putting on a benefit." Reagan cited an amusing inci-

More from New York end: there has been some discussion about AGVA returning to a benefit setup in the East under jurisdiction

continued until 2 p.m. Sunday (15). Roger W. Clipp, general manager of the WFIL stations which carried the telethon on both AM and 'TV, announced the figure at the close of the show.

of the show.

Talent array for the program included Dennis James, Jane Pickens, Sophie Tucker, Art Carney, Monica Lewis, Larry Storch, Hopalong Cassidy, Warren Hull, Maria Riva, Gabby Hayes, Joey Addsus, Earl Hines, Bob Manning, Kitty Kallen, Dick Lee, Helen O'Connell and the "Space Patrol" cast.

Televised from Town Hall, in midtown Philadelphia, the Cerebral Palsy appeal, drew upwards of 60,000 telephone call pledges, with thousands more making the trip to the auditorium.

Crosby to Join M&L For Dystrophy Show

Bing Crosby will make one pre viously unscheduled television ap viously unscheduled television appearance before his first commercial filmed show for General Electric on CBS-TV in January. He's set for Dean Martin & Jerry Lewis' two-hour ABC-TV show Thanksgiving Eve for the Muscular Dystrophy Drive.

Other Hollywood personalities set for the show are June Allyson and Dick Powell, Jane Wyman, Jeff Chandler, Phil Harris and Spike Jones and his band. Show, incidentally, will be simulcast via ABC.

3d Westbound Channel To Aid N.Y.-Cleve. Route

there has been some discussion about AGVA returning to a benefit carried that the exploitation of eatrical personages had big osticial personages had big of the Associated Actors and Artistes of America. All 4A affiliates and various theatrical guids (Jews) and various theatrical guids (Jews) ish. Episcopal, Negro, etc.) used to the up and handled in such a maner that when it goes to Theatre that well as and unions have been missing these tunds and thus there's been some agitation for a rigidly controlled benefit setup.

Reagan revealed that about \$25,000,000 was raised in major charices that be seen that the third eastbound channel along the Albany-Buffalo risted to the video channel between N.Y. and Cleveland were an N.Y. and Cleveland were an N.Y. and Cleveland were an Intended that third the third eastbound channel along the Albany-Buffalo risted to the unit of the William that the third eastbound channel along that provide she plants (Intended that third eastbound channel along that provide she will be part the third that the third eastbou

Inside Stuff—Radio-TV

In covering the Amherst-Williams Joust as part of its Saturday 14) five-game "Football Roundup," CBS Radio gave a network spread to a "small school" engagement. This seems to be in line with the thinking of sports director and "Roundup" producer-director John Derr and sports counselor-host Red Barber that national recognition on the air should be given on occasion to such "minors." It's the "spirit" that counts—and the Amherst-Williams Little Three rivairy goes back 65 years. Derr's assignment of Vince Scully to cover the fracas further accented the bigleague aura since Scully is Dodger ballcaster and "Roundup" regular.

"Roundup" regular.

Incidentally. CBS received a complaint from a Minnesota executive who discovered that since "Roundup" was not being carried by WCCO, Minneapolis, because of local sponsorship of the Minnesota game, he couldn't hear the Amherst-Williams game. So arrangements were made for WCCO to take the game off the line and feed it to the gent via his phone and special circuit.

There'll be a transcontinental flavor to the commercials Admiral Corp. is using on its "TV Hour," bowing on ABC-TV Dec. 1. Three major production centers are involved in the production of the complicated blurbs. Films are being shot at Kling Studios in Chi, using musical background recorded in L. A. by Frank Worth's orch. Live inserts will be integrated in New York under supervision of Television Airshows. W. Biggie Levin's Windy City packaging firm.

Ruthrauff & Ryan, Chi, is Motorola's agency.

Exclusive interview obtained by Chicago indie WLS with King Paul of Greece during his visit at an Illinois farm a couple of weeks back has received the international treatment. U. S. Information Agency Broadcasting Service requested tapes of the broadcast the monarch's only non-network radio appearance in this area, for beaming to his

DuMont is still keeping its latest electronic gadget under wraps until official unveiling sometime in the near future. Gadget, described by Jim Caddigan, web's program chief, as an attempt to 'create 'theatrical atmosphere' for telefilms, is an offspring of the flying film scanner web had developed two years ago.

Scanner, to be unveiled as soon as it's delivered by DuMont Labs, Inc., at Newark, N. J., utilizes a cathode ray which is projected through the slide or film onto a photoelectric cell, thus offering a better quality film. By cutting down white light exposure and preventing circuit overload, web excess hope to galn better reproduction in films with a pickup in viewer response. pickup in viewer response.

Seven staffers on WCBS, CBS N. Y., flagship, contributed to Macy's campaign in behalf of The Greater New York Fund yesterday (17) with a "behind-the-scenes" good neighbor gesture. An estimated 12,000 employees and store management units at rally were treated to station's star stable which included Jack Sterling, Bob Haymes, Bill Leonard, Joan Edwards, Galen Drake, John Henry Faulk and Edward P. Morgan.

Frank C. Lepore, manager of NBC's film and kinescope operations, said last week that since December, 1951, the Armed Forces have been provided with 5.734 kinnies of the web's major programs, these amounting to some 6.000,000 feet of film. Included were "Show of Shows," "Comedy Hour," Milton Berle Show, Dinah Shore Show, "Mr. Peepers," "Your Hit Parade," with all plugs eliminated. Kinnies supplied by the NBC Film Division have been shown to GIs in Korea, aboard naval vessels and at various military installations throughout the world, Lepore noted. Lepore noted.

Chicago Unlimited, non-profit organization established to ballyhoo Windy City's radio-TV talent and production facilities, put in the mails last week a 128-page directory which wraps up the Chi story from all facets. Edited by Ned Williams, the booklet lists the hometown talent, station program execs, ad agencies, film and recording studios and other allied adjuncts. In editor Williams' preface, emphasis is put on the economy of doing business Chicago-style, with a cost-per-thousand breakdown of Chi network output. Book will be updated at regular intervals

Still Lotta Gold

Continued from page 30;

ber of TV stations will "level off" at about 750, "with a slow growth after that, at least in the imme-diate future." This, he added, does not take into account devel-opment of satellite and booster stations

Turning to UHF, Doerfer said it Turning to UHF, Doerfer said it would be "dangerous to attempt to generalize" about its future because there are so many different situations. But noting that nine of the 14 VHF stations in New York and Los Angeles lost money last year, he asserted that "competition and not the nature of the frequency will have an important bearing upon the future of UHF in any locality."

Declaring that "there are many

Declaring that "there are many features of compatibility" in UHF.
Doerfer said he does not regard the conversion problem as insur-Doerfer said he does not regard the conversion problem as insur-mountable. "People are willing to spend money for conversion." he said, "if it means better reception, better programs and greater choice of programs. It has been demonstrated that properly in-stalled and serviced UHF equip-ment does provide clearer recep-tion.
"The production of UHF receiv-

The production of UHF receiv-"The production of UHF receiving equipment is steadly increasing. Manufacturers indicate that they have already made substantial progress in UHF equipped sets and converter units and that their future plans anticipate not only more sets but better and less expensive receivers."



Eileen BARTON Opening November 23 KIN WAU LOW

TOLEDO, OHIO CORAL RECORDS

\$1.00 MONTH Establish YOUR permanent address here in Los Angeles. We forward all mail for our many custom ers personally and efficiently.

ELLERY OFFICE SERVICE 1244 S. Grand Ave. Los Angeles 15, California

ATTENTION

TV Producers and Studio Story Departments If You Know the Whereabouts

BOB PATTERSON

Please Call Collect Superior 7-7405, Chicago

Versatile all-around-man with great knowledge in film. television, vaudeville & legit production, with directing. casting and supervisory experience will accept position as package supervisor or right hand man to executive. Box V-11653, Variety, 154 West 46th St., New York 36.



LATIN QUARTER

NEW YORK

Personal Management CASS FRANKLIN LOU WALTERS ENTERPRISES, INC.

Booked by: WM. MORRIS AGENCY

TV's 'One Big Roof'

at TV City the past few weeks for final sanction of the Fletcher Markle production.) Also on tap are two le production.) Also on tap are two auditions of half-hour drama entries: "Pursuit," anthology series based on the greatest detectives of fection, which will be a class show for nightime exposure using stars and a name host; and a TV version of CBS Radio's "Lineup" show.

and a name host; and a TV version of CBS Raddo's "Lineup" show.

Tops Pix Studio Activity
Thus TV City, even on the basis of its present 1712 hours of weekly programming, has mushroomed its production activity to a degree far cutdistancing any major pix studio. With Metro, for example, cutting down from 40 to 23 pix to provide for fewer but bigger spectacles than TV could hope to grapple with, there's an undeniable newfound respect for the entertainment emanating from TV City, with generalissimo Harry Ackerman and his top executive crew Jim Fonda, Hal Hudson, Ben Feiner, Cecil Barker and Maurice Morton') plus all the other creative elements, sparking this new and vital chunk of show biz. If the TV City story, however, has deeper implications as a signment for the future it's missistential.

If the TV City story, however, has deeper implications as a sign-post for the future, it's primarily because it stands today as the only TV plant in the world encompassing all activity under one roof sadministrative and production staffs, sets, costuming, wardrobe, studios, rehearsal space, carpenter shops; in fact, every facet from program blueprint stage to on the air reality.)

With the TV housing situation in New York, particularly as it relates to studio space, becoming increasingly acute, the success of the TV City "experiment" takes on added significance, for it's now conceded that it will speed up plans of the major networks to ease the situation in the east, both from a standpoint of economics and to achieve maximum efficiency. (The NBC-CBS trucking bills alone in the scattered Manhattan video bedlam add up in the aggregate to \$1,000,000 a year.) Thus, the "one big roof" concept of TV programming, when applied to all operational-productional facets will in the end permit for more time and coin, and physical wear and tear savings that the networks can even comprehend.

Faced with the loss of its two With the TV housing situation in

rear savings that the loss of its two major. Manhattan studios — The Center and International Theatres.—NBC has already initiated plans for a midtown video center in the Radio City area. CBS has long been masterminding its own eastern counterpart of a TV City to correspond with its West Coast showcase. (Intimates describe how board chairman William S. Paley, regarding TV City here as one of the major accomplishments of his career, has been known to walk around the Gilmore Island site in the dead of night, taking pleasure in surveying his pet project.)

Matty Fox's TV City

Matty Fox's TV City

Matty Fox's TV City

Not generally known is that the
Pereira & Luckman architectural
team has blueprinted a major TV
City enterprise for New York (for
construction outside the city) of
assignment from Matty Fox (Motion Pictures for TV prexy), with
the undertaking so ambitious in
scope that it encompasses all the
physical details of landscaped
streets and home for executives,
talent, etc., agency offices and all
other auxiliary components. It's
known that Fox has already submitted it to CBS, but it's understood that the Columbia chieftains
envision other plans.

mitted it to CBS, but it's understood that the Columbia chieftains envision other plans.

TV's Cerebral Market
Strictly aside from TV City's physical accoutrements, what excites Ackerman the most is the emergence of the whole new school of creative activity underlying the batch of Coast originations, with the combined producer-director-writer attainments and credits attending "Irma," "Brooks." "Favorite Husband." the Bob Crosby, Lux. Skelton, Benny shows, etc., today representing a cornering of a sizable chunk of the Hollywood cerebral market. As witness the recent move-in of Freddie deCordoxa from the pix studio into the directorial helm of the Burns & Allen show, as but one of many illustrations, the onetime aloof film studio box's now rate TV with the best of the creative media. Writers are still hard to come by, adds Acker-

"Father" creator, has been closeted man, but gradually the best of 'em are migrating into video. Actors who shunted live TV programming in preference for a fast buck for three days of shooting on a half-hour vidply (they couldn't understand why it took five days of rehearsal for a live weekly half-hour show) are starting to unbend; find live TV more stimulating and soul satisfying.

NBC, of course, also has a stake in Coast-originating live programing, with its \$3.000.000 Burbank studios. In contrast to CBS-TV City, however, activity there has lagged and at the moment Burbank originations have slowed down to malk Mort of the government. a walk. Most of the conies ro-tating on "Colgate Comedy Hour" (NBC's major Coast entry) would rather work out of Hollywood rather than Burbank.

My Network

sales and program schemes, of the tinted horizons backed by the RCA system of compatibility, and of the fulfillment of the Sarnoff promises at Princeton in the complete radioat Princeton in the complete random TV separation to permit maximum operation; of getting a daytime program schedule in working order (although some affiliates frankly admit they would welcome some more sponsor business); and generally recapturing of a preeminent status in the future.

For the most part, the affiliates are inclined to go along with these sentiments, give or take some points in dispute. As one key operator expressed it in re-pledging allegiance to his network. "Sure, we know that mistakes have been made; we know that CBS enjoys No. 1 position today. But how can you minimize NBC's future sphere of importance, especially now that it's asserted itself so aggressicaly on-the color front? And how can you fail to appreciate that Sarnoff and his boys have been-making and honest, sincere effort to cope with its problems since the Princeton meet? That kind of initiative merits endorsement." For the most part, the affiliates its endorsement.

My Network

Continued from page 31

Not until tomorrow (Wed) night, after joint sessions and rebuttals, will the full impact of the buttals, will the full impact of the buttals, will the full impact of the buttals, will the full impact of the network brass and the affiliates Joe Heffernan, Harry Bannister, have had their say. But it's been Charles Denny, Jack Herbert, Bud along time since the station man Barry, etc.) are here intact to relay agers have come to grips with the updated NBC story—of future web in this frame of mind.

TV Rid of Neckline

that much of this

in good taste."

The report observes that although sale of alcoholic beverages is legal in most of the country, video stations do not accept hard liquor advertising and the TV Code, "makes a flat prohibition" against acceptance of such advertising.

"In following this policy," the report asserts, "the television industry is refusing, of its own accord, advertising budgets that are generally spent in, most all other torms of mass communications media such as newspapers, magazines.

dia such as newspapers, magazines and billboards."

and biflhoards."

Analysis of a survey last spring, when the Code was hardly a year old, to determine adherence to the standards, disclosed that "white some defections might be noted, it was the feeling of NARTB executives and the Code Review Board that the subscribers were tollowing the Code successfully."

This survey revealed, the report

This survey revealed, the report said, that a majority of stations are checking on content of film pro-

vertising of alcoholic beverages, grams and that more and more Pointing out that much of this outlets are demanding the right to Pointing out that much of this crideism results from campaigns initiated by prohibition organizations, the Board disclosed that such advertising is under "constant" study to see that it is presented in good taste."

The report observes that although sole of alcoholic beverages

neeper titles 188 stations (out of 318 on the air) and all four TV networks, as subscribers to the Code. The tact that so many have become subscribers in the short existence of the Code, says Board Chairman John E. Fetzer in a preface to the report, "indicates its acceptance and general success."

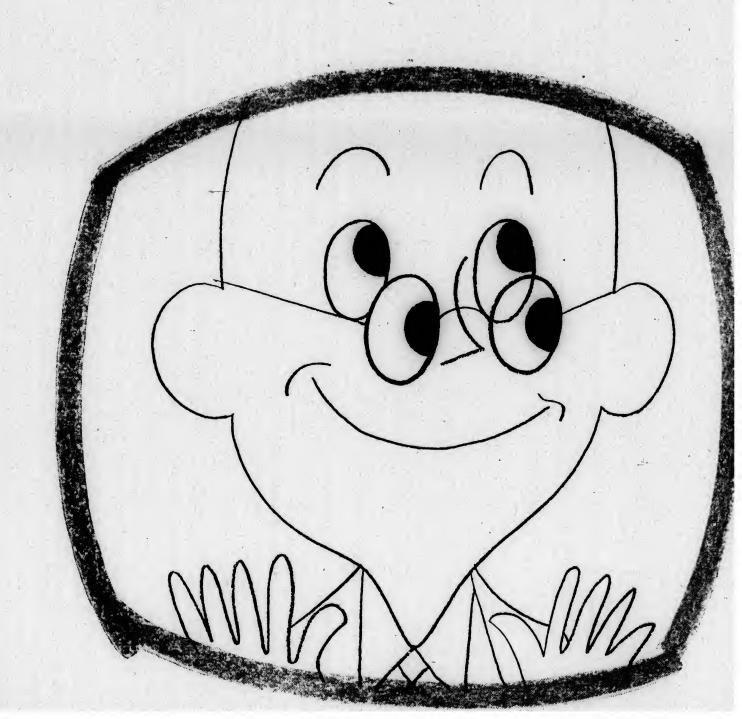
he a foreword to the report, NARTB prexy Harold E. Fellows praised the Board for pioneering in the evolution of a pattern for industry self-regulation." He urged cooperation from the public, Government and industry in assisting the Board with "its basic and vital work" in the video medium.

Houston New Texas chapter of American Women in Radio & Television will hold its first con-vention at the Shamrock here Nov. 21. Lauri Schult of KTHT is state chairman and is handling conven-tion details.



National Representatives: WEED & CO. New York · Boston · Chicago · Detroit · San Francisco · Los Angeles

take another look ...



at what's happened to WBBM-TV



You'll see at night-

8 of the "top ten"...
15 of the "top 20"...
shows are WBBM-TV shows.



While during daytime-

6 of the "top 10"...
9 of the "top 15"...
Mon-Fri shows are also WBBM-TV shows.



In top-ranking quarter-hours-

WBBM-TV again leads the field with 163 week-long first-place periods...

34% more than the second-place station...

More than the third and fourth stations combined.



Finally, you'll see that—

WBBM-TV delivers an average week-long quarter-hour audience
31% larger than that of Station B...
38% greater than that of Station C...
A whopping 79% more than Station D.





All this in just 8 short months since Chicago's Showmanship Television Station took the air.

Scores of new advertisers are taking a long look at WBBM-TV... and they like what they see. From their example, you too may profit by calling your nearest CBS Television Spot Sales representative or WHitehall 4-6000 ... and see all the facts first-hand.

CHICAGO'S SHOWMANSHIP TELEVISION STATION

CBS OWNED



Source: Telepulse of Chicago, September, 1953

cliange.

To break routinish q & a, show employs attractive Gloria Gale and Louise Baker to act out queries submitted. Miss Gale, who chirps as neatly as she acts, shows potentialities of travelling far along video's path. Miss Baker's brief stints before the camera should invite further attention from producers.

Advertising pitch comes with

voice opening pitch, show now presentation of two one-minute TV has settled for male voice with card-credit throw-in into. Cards, nearly lettered, are welcome cliange.

To break routinish q & a, show employs attractive Gloria Gale and Louise Baker to act out guries.

Johnny Andrews, as emcee, keeps stint moving briskly and paces stanza with video know-how. Occasionally, when opportunity permits, Andrews utilizes his piano as welcome offering. His spieling of commercials is pleasant and in good taste.

Camera crews, under Paul Kirr-

kamm, show fine workmanship and Don Rumbaugh as assistant director handles floor chores well.

Mark,

REWARD FOR TALENT
With Bill Malone, guests
Director: Ed Shearer
30 Mins., Sat., 7 p.m.
GUENTHER BEER
WMAL-ABC, Washington
This is a talent show with a public service gimmick. An exact
replica of its forerunner, which has
rated high in Baltimore for past
three years, the D.C. version
shapes as a natural for audience
attention and a safe bet for its
sponsor.

attention and a sate systems.

Format of show is similar to Godfrey's "Talent Scouts," in that each "act" is presented by a sponsor, but there the resemblance to

the big CBS show ends. "Reward for Talent" is strictly for local consumption; it is completely amateur, sumption; it is completely amateur, and the strict is sponsor shows its commercial appeal. and it is wholly unpretentious in an appealingly homey fashion. All that, and its weekly series of pitches for town's various civic and philanthropic organizations gives it a special flavor and a public service appeal.

philanthropic organizations gives it a special flavor and a public service appeal.

Show consists of six amateur acts, each representing a different non-profit, non-political organization, and presented by a spokesman for the outfit—usually its president or chairman—who plugs the cause seeking the winning purse, rather than the talent whereby it hopes to win. Organizations are solicited by mail, spot announcements, etc., with the dual lure of a possible \$1,025 prize, plus the opportunity of publicizing its need on TV. Two winners are selected weekly, one by a panel of three judges who are introduced on sliow, the other write-ins from viewers, each of whom wins \$23. The 18 winners of the nine preliminary shows compete in a series of three semi-finals, who, in turn are eligible for the finals. Prizes are \$1,000 for the top scorer, \$500 and \$200 to the runnersup, with \$50 consolation prizes fee each of the other finalists. Thus, there is a cycle of 13 shows with a "captive" audience of the members of all the groups represented. Since such large and influential groups like American Legion, Tri-State Elks, and a national association for blind aid were represented on initial show, the audience potential is impressive even without the usual complement of casual viewers.

initial show, the audience potential is impressive even without the usual complement of casual viewers.

Teeoff of series past week was generally smooth and pleasant. Sole criticism was a sense of breathlessness towards the end, with final contestants being crowded for lack of time. With time out for commercials, plus the organizational plugs, it might make for a more leisurely pace to cut the number of entries to five. However, this is a minor detail, since general effect was more wholesome and more interesting than average amateur talent presentation. The lack of pretentiousness and the welome absence of any suggestion of show biz breaks as result of this stint make it a fine family type show, and a welcome relief from the exploitation, angle of many talent hours. In addition, on initial show there was the extra bonus for viewers of at least one well known public figure, former District Commissioner "Jiggs" Wonohue, one of town's best known citizens, with promise of future surprises along same line. "Causes" were varied, ranging all the way from housing through a locai rescue squad to a bullding drive for a school for blind juves. Each organization and its candidate carried special human interest. For example, the Rescue Squad seeking funds had given emergency aid to the late Chief Justice Vinson when he suffered his fatal heart attack.

Producer Gunts has come up with a neat format which may weil wITH SIGMAN BOWOUT

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when he suffered his fatal heart
attack.

Producer Gunts has come up
with a neat format which may well

WITH SIGMAN BOWOUT

Denver, Nov. 17.

Apparently there is a TV outel
to Denver available. Sam Sigman,
who was co-owner with his brother
would not reapply for more time
to build a station, and that he
would not be interested in building
a TV station here at any time unless another network became available.
He sald the only possibility
for Mutual to go into television,
thus releasing the DuMont net in
Trying Jacobs, theatrical prolucer, died soon after he had
television.

Irving Jacobs, theatrical prolucer, died soon after he had
television the suffered his fatal heart
attack.

Producer Gunts has come up
with a neat format which may well

RANCH 10-0-2
With Pee Wee King and Orch (10Davis Sis (2), Tito Guizar, Bud
Hughes, Red Stewart, Jim
Graner.
Director: Gerald G. Marans
Producer: Pee Wee King
60 Mins; Wed. 11 p.m.
STANDARD BREWING CO.
WEWS, Cleveland
(Gerst, Sylvester & Walsh)
A welcome change from the
steady diet of late films is this
hour-long westeri-type songless
featuring Pee Wee King and his
band of accomplished musicians.
Format of the stanza is woven

featuring Pee Wee King and his band of accomplished musicians.

Format of the stanza is woven around Pee Wee King and the individual stars of his group, although liberat use of guest stars adds lustre to the program. In stanza caught (4 performers included Tito Guizar, the Davis Sisters, Joe Duke, Bud Hughes, Red Doyle, Red Stewart, Shorty Bovd, the Woodchoppers, Little Eller Long and Neil Burris, Each contributed a healthy hunk of entertalment to add up to an hour-long evening of pleasantry. Pee Wee King does the emcee chores with simplicity and grace.

Production on opening stanza, particularly with camera pans, failed to reach as high a plane as entertainment. Constant pan to audience after each number—hitting almost same group of audience each time—only made for crink in viewer's neck. Camera work also failed to give due credit to squaredancing and to dog trick in Hughes act.

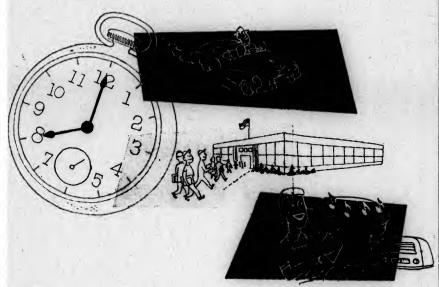
Once the initial flaws are re-

act.

Once the initial flaws are removed, this 60 minutes of entertainment unquestionably will become a Wednesday night "must" for large segment of hillbilly, western-music lovers in this area. Lighting by Tom Evans, audio pickup by Mike Syroid were both okay. Commercials by Jim Graner are done with professional ease and effectiveness.

Mark.

DENVER TV OUTLET OPEN WITH SIGMAN BOWOUT



radio gets off to an early start in Detroit . .

By 8 A.M., the men are off to work, the kids are off to school, Mom's up, the radio's on . . . and radio audiences have reached the highest sustained level of the day, averaging 20.5 until late evening.

Right from the start, WWJ reaches the largest audience of the Detroit area's eight radio stations. Pulse ratings show that 21% of the home-listening audience, from 8 to 9 A.M., is tuned to WWJ's "Minute Parade," a program of concert music sponsored for more than 19 years by The J. L. Hudson Company, Detroit's largest department store.

Hudson's is only one of the many successful, selective local and national advertisers who, year in and year out, use WWJ profitably. And because it delivers the most listeners per dollar, WWJ is the most economical radio-buy in Detroit.

Whether you just want to "get the facts," or get a list of availabilities, get in touch with WWJ or your Hollingbery man.

AM - 950 KILDEYCLES - 5000 WATTS FM - CHANNEL 246 - 97.1 MEGACYCLES

Long Island's amazing Nassau County ranks nationally in AUTOMOTIVE STORE SALES . . . \$137,187,000

(Sales Management)

WHLI, the voice of Long Island, has a larger daytime audience in the big booming major LONG ISLAND MARKET than any network or combination of independents . . . (Conlan)

Represented by Rambeau

HEMPSTEAD THE VOICE OF LONG ISLAND, N. Y. long islan

Paul Godofsky, Pres.

THE WORLD'S FIRST RADIO STATION Owned and Operated by THE DETROIT NEWS National Representatives: THE GEORGE P HOLLINGBERY COMPANY

FLASH GORDON



ready for immediate TV showing



Featuring
STEVE
HOLLAND
as
"FLASH
GORDON"



IRENE CHAMPLIN "BALE"



JOE NASH as "DR. ZHARKOV"

FLASH GORDON blasts its way to the TV screen with 39, new ½ hour films that are custom-made for TV... available for local, regional, and national spot sponsorship!

FLASH GORDON as a King Features Syndicate property is seen in 279 newspapers...read and known by 50,000,000 people!

A natural for wide-scale merchandising promotion with self liquidating premiums! Produced by Inter-Continental Television Film Corp. and Inter-West Films.

FLASH GORDON rates as one of the best liked children's programs ever tested by the Schwerin Research Corp.

For auditions, prices, and sales plan-write, wire, or phone:

HERB JAFFE

655 Madison Ave. New York City TEmpleton 8-2000

FRANK O'DRISCOLL

2211 Woodward Ave. Detroit, Michigan Woodward 1-2560

JACK McGUIRE 830 N. Wabash Ave. Chicago, III. WHitehall 3-1341

MAURIE GRESHAM 9100 Sunset Blvd. Los Angeles, California

CRestview 1-6101

MOTION PICTURES

mpt

FOR TELEVISION, INC.

Film Syndication Division

From the Production Centres

IN NEW YORK CITY .

Jack Donahue tapped as manager of Frisco office of CBS Radio spot sales after 10-month stint as account exec. He replaces Bert S. West, named recently as general sales manager of KNX, Los Angeles. And Charles (Chuck) Dunbar posted as a.e. for WCES Radio ... John Derr, CBS Radio sports chief, talked at Fordham U. rally last week. ... Jean Hersholt in town ... Ronald Colman down for two shows—"Lux Theatre" next Monday (23) and "Suspense" Dec. 7... Karl Weber has been added to cast of "Helen Trent"... Beginning Monday (16) Wendy Drew plays title role of "Young Widder Brown." Also added to show is Peggy Stanley ... It's Paper-Mitae Pen (not Parker as erratumed) that has climbed aboard NBC's "Three Plan" with three-a-week bankrolling of "Fibber McGee & Molly."

G. W. (Johnny) Johnstone, National Assn. of Manufacturers radio-TV director, on the road again over the past week, having visited Boston over the weekend, in Washington Monday (16), Mt. Vernon, Iowa, yes terday (Tues.) for "Town Meeting" in which NAM managing director Earl Bunting was a participant, and back in N. Y. today (Wed.) ... Dowd, Redfield & Johnstone agency snagged the big Cone Milis account last week, with veep John B. Knox as account exec ... Verne E. Burnett, Jr., formerly with Leo Burnett in Chi, joined radio-TV department of N. W. Ayer & Son in N. Y., as a TV director on the production staff ... Andrew K. Allen returned to same agency's AM-TV department after three years in the Alr Force ... Lee Morrison, president-general manager of WPAC in suburban Patchogue, L. I., announced that Stan Allan has been named station manager, Bob Holmes production manager and news editor, Dick Hodkin chief announcer and public relations chief, and Don Lombardy, continuity director ... Charles A. Feld named manager of Cecil & Presbrey's merchandising department ... Gene Klavan marks first anni of his partnership with Dee Finch on their morning disk show on WNEW this week .. Ray Morgan in town conferring with Lennen & Newell on "Queen for a Day" plans ... Marie Ca

staffer.

Ben Gross, radio-TV editor of the New York Daily News, will discuss the early days of radio and early musical programs as guest of James Fassett on the New York Philharmonic-Symphony intermission on CBS Sunday, Nov. 29. . Jay Nelson Tuck, night city ed of N. Y. Post, to do a daily radio-TV column for that paper "very shortly . . . Francis Spanler doing commercials for "Second Mrs. Burton" all this week . . Allan Stevenson on "Big Story" tonight (Wed.) and TV "Man Against Crime" Sunday (22) . . Herb Shriner's third annual International Motor Sports Show has set Feb. 6 for its move-in on 7th Regiment Armory, to run nine days with preem showing of foreign and domestic cars.

cars.

Jack Field, *ormerly of the John Irving Fields flackery and a one-time film exploitationeer, and Myles Eiten, former copy and continuity staffer at WNEW, joined the ABC publicity staff, the former as network radio flack, the latter handling WABC, N. Y., publicity. . . Hilda Slmms, co-star in the "Joe Louis Story," has inked with WLIB (N. Y.) for role in one of the first daytime Negro soap operas, using an all-colored cast. Station, which leans heavily on its Negro programming for a large Harlem attraction, is preparing scripts for actual production. Continuing its Negro programming surge, indie will tape the "Amateur Night" show from Harlem's Apollo Theatre, Wednesdays, for re-broadcast Saturdays 10:30 to 11:30 a.m. Lucky Millinder will emcee from the vaude emporium. Amateur show, which ran a few years back on



Nov. 23 Date for Closed Coast AM-TV Hearings

Washington, Nov. 17. Closed hearings to delve into radio and television may be conducted in L. A. by the House Un-American Activities Committee on Nov. 23, committee disclosed here last weekend. Date has been set but is subject to cancellation if more important work develops. Session would be conducted by

two-man subcommittee headed Rep. Donald Jackson, of that

WMCA and WHOM, was picked up by WLIB for the growing Negro TV Lodge Lure

IN CHICAGO . . .

William Yonan joins the Chi NBC network radio sales staff, shifting from the web's promotion and research crew . . Betty Culkin, formerly with WLS "Feature Foods," added to merchandising staff at CBS Radio Spots Sales . . . Tom Duggan's nightly sports session from WENR bought cross-the-board by Montana Charlle Reid for his Refiners Pride gas stations, renewing an association that started on WNBQ . . John Keys, Chet Campbell and Frank Downes repping WNBQ and WMAQ at the NBC o.&o. sales clinic in N. Y, this week . . Maury Magill joins the WBBM announcing stable . . Jules Herbuveaux, assistant general manager at the Chi NBC stations, back to work after a couple of weeks visiting friends in Washington, D. C., and thereabouts . . Allan Morgan completed his Army hitch and back to WBBM's scheduling dept. . . . Judith Waller, Chi NBC director of public affairs and education, in N. Y. for a World Council of Churches conclave . . . Homer & Jethroe hillbilly tunesters featured on WLS' National Barn Dance and ABC's "Breakfast Ciub." copped third place in the Mars-sponsored deejay poll of top comedy records . . . Charles Linger named sales service manager for Chi NBC radio . . . Jim Ameche departing the Windy City for a disk spinning job on the Coast . . . Everett Clarke, wk. radio-TV thesp, new director of Loyola Community Theatre . . . Charles Flynn and Sondra Gair cast as leads in WMAQ's "Mission-Secret," nighttime serial. Frances Rathbun is scripting.

IN WASHINGTON . . .

George Herman, recently returned from radio coverage of the Korean war, has been assigned to the White House beat for CBS... Current vacation list includes NBC Washington director of sales Joseph Goodfellow; Lawrence S. Haas, CBS Washington radio news editor, and Bill Costello, also of CBS radio... WRS-NBC ayem man Bob Reed readying station's 18th annual Doil House campaign to collect Christmas toys for needy moppets... Bob Bordley has been named general sales manager for WTOP-CBS, radio and TV, replacing Richard Wheeler, who left to go with WTRI, Albany... American Women in Radio & Television, national organization of femme broadcasters, has chosen the capital for its January board meeting.
William A. Wood has resigned as public affairs director-for CBS-TV

chosen the capital for its January board meeting.

William A. Wood has resigned as public affairs director-for CBS-TV to take post as manager of WQED. Pittsburgh, educational TV station which plans a January debut . . . Bill Downs, CBS Radio Washington correspondent, who has covered London and Moscow for the web, switched to Rome, where he will handle news for CBS Radio . . . Christopher Serpell, formerly BBC correspondent in Rome, is now head of web's Washington bureau, succeeding Leonard Miall, who has returned to England . . . Guy Aylward, ex of WFOY, St. Augustine, has joined radio-TV announcing staff of WMAL-ABC . . Val Thomas has been named publicity director for suburban station WGAY . . Claude Mahoney, CBS Radio, has returned from a vacation trip to New Orieans, via Indiana, where he spoke at his alma mater, De Pauw U

IN PHILADELPHIA . . .

Jim Rubinstone, former special events man at WFIL, is back in town as a salesman at WMJM... Jerry Gaghan, Daily News drama critic and Variery mugg, is reviewing stage shows on George Skinner's "Spotlight," WPTZ... KYW was first on the air with an on-the-spot description of Pennsylvania R. R.'s commuter train wreck (11). Program manager Gordon Davis was on the train following the wrecked one and plioned in details. And Elmer Cummings, KWY engineer, was in one of the derailed coaches, and assisted in removing the fnjured... Harold E. Stassen, Foreign Operations Administrator, guested on Ruth Geri Hagy's "Junior Press Conference" (16). WFIL-TV origination for ABC-TV net... "Big Top." WCAU-TV origination for the CBS-TV web, is planning a special Christmas Day program in addition to its regular Saturday noon program.

IN CLEVELAND . . .

TV set sales in Greater Cleveland now at 810,361 . . . Gene Carroll and Glenn Rowell of "Gene and Glenn" team planning new get-to-gether in local video . . Betty Sala, ex-WAKR, now WGAR traffic manager . . Alan Freed, WJW disker, sold his two-hour Monday-thru-Saturday "Moon Dog" stanza to WJNR . . . John MeHale, WTAM-WNBK controller, elected treasurer of Garfield Heights on Democratic ticket . . WJW's Flo Roth getting orchids for master-minding financial and entertainment successful Page One Ball. . .WDOK's Tex and Glen lost over 125 hillbilly records to auto thieves . . . Ann Connor has joined Weiss Advertising

IN PITTSBURGH . . .

Patricia Moreel, formerly in publicity at WDTV and later for the Carlton House, has been appointed director of radio and televislon for the G. Norman Burk agency . . . Richard Nicholson, Pittsburgh boy, has transferred from WOR in Norfolk Va., to the announcing staff of WBVP in Beaver Falls . . . Gloria Abdou, head of women's activities at WCAE, will return to the Playhouse stage again next month in "Affairs of State" . . . John Auld, ex-engineer at Channel 2, has been upped to administrative technician in charge of expanding network activities for the DuMont network . . . Mitzie Cottle, a junior in the Carnegie Tech musical school and onetime vocalist for Baron Elliott band, won first prize on the Frankie Laine-Columbia Records-Wurlitzer contest sponsored locally by Joe Deane, KQV disk jockey—

For Det. Masons

Fraternal organizations in Detroit report they are finally wan ning their fight with television. survey showed.

survey showed.

When TV first hit Detroit, attendance fell off 50% at meetings of the Detroit Consistory, which embraces some 16,000 of the 32nd degree Masons. Other big groups, like the Elks and Knights of Columbus, reported similar experiences.

ences.

The lodges solved the problem by following the oid rule: "If you can't lick 'em, join 'em" They explained that they took the best of television and put it to use in their lodge meetings.

in their lodge meetings.

James Fairbairn Smith, commander-in-chief of the Detroit Consistory, said: "We knew that the members were no longer satisfied with an evening of ritual, as they were in the old days. So we added quiz shows, music and other successful TV features to our programs.

"We've got our own dramatic club, choir and orchestra. And we've conducted radio programs in which our lodge competes with lodges in other cities. We find our members would rather participate in these activities than sit back at home and watch them."

All the lodges reported that they have overcome the competition of television. But the old trouble still remains. As explained by Russell F., Christie, past exaited ruler of Detroit Elks No. 34: "None should be complacent over the challenge of gettling members to shed their slippers and head for the lodge on a cold winter night."

Honolulu Announcer Sues Sheet in \$25,000 Libel

And the star below the star bulleting and the star bulleting the star brought into public scandal and disgrace" by alleged criticism of conduct of recent Mrs. Hawaii contest.

Grant admits he wasn't mentioned by name in news article, which he claims was "false and defamatory" and exposed him to "contempt and ridicule." Paradoxically, contest was won by wife of a Star-Bulletin reporter.

OPTICAL EFFECTS For KLING STUDIOS, Chicago RAY MERCER & CO.

4241 Normal Ave., H'wood 29, Cal.

Send for Free Optical Effects Chart

FRANK BAXTER

starring in "CAPTURED" WOR-TV, 10 P.M. Wednesdays, Nov. 18-25 BA 7-2495

Van Fleet's Ex-Aide Joins Diehm Setup

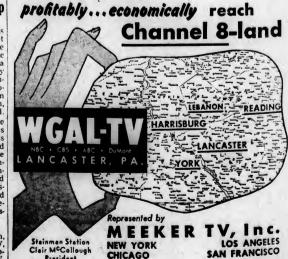
Hazleton, Pa., Nov. 17.

Hazleton, Pa., Nov. 17.

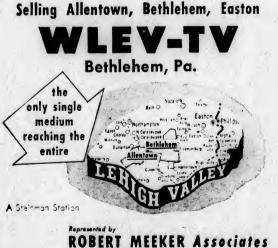
James L. Holton, former press adviser to Gen. James A. Van Fleet following the latter's return to the U. S. from Korea, joined Vie Diehm Associates last week in a public relations-promotion capacity at WAZL here. Diehm said eventually Holton will head up pr., promotion for all five of the Diehm stations in Boston, Alientown, Bloomsburg, Pa., and Biddeford. Holton, before his recall to the

Holton, before his recall to the Army at the outbreak of hostilities in Korea, was an Associated Press correspondent in Pittsburgh, and correspondent in Pittsburgh, and previously was news editor of the Reading (Pa.) Times. Diehm, incidentally, announced also that Anthony P. Perry has been appointed an announcer at WHLM in Bloomsburg and that Eleanor Barrett and Dorothy Beard have joined the respective sales staffs at WVDA, Boston, and WAZL.

Galveston—Tommie Thompson, production manager of WBAP-TV, Fort Worth, has been named pro-gram director here for WKUL-TV.



to increase sales



a GREAT opening night!

WE are proud that our first telecast from the Empire State Building, a 16½ hour telethon, was for the benefit of The Lighthouse of the New York Association for the Blind. And our heartfelt thanks to—

DANTON WALKER for his herculean efforts in organizing and producing this great show.

MRS. HOWARD S. CULLMAN, who as cochairman with Mr. Walker, helped arrange for the appearance of these great names.

Perry Como Mary Martin Guy Lombardo Steve Allen Georgia Gibbs Mark Stevens Ethel Smith Jean Carroll Isabel Bigley Ray Malone Jerry Lester Brandon DeWilde **Kean Sisters** Snooky Lanson Jana Mason Adolph Green Nat Frey Ralph Linn Buddy Rollins Bob Christenberry

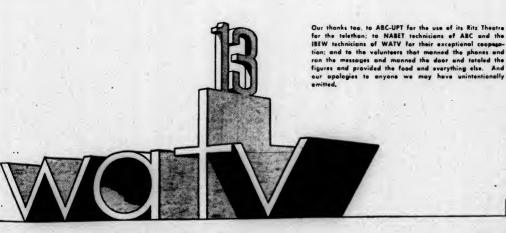
Helen Hayes George Abbott Victor Borge Yul Brynner ouella Parsons Sir Cedric and Lady Hardwicke Ted Mack Madge Evans Morton Downey Josh White **Betty Comden** William Warfield Geraldine Fitzgerald **Art Hannis** Barbara Carroll Trio Arthur Maxwell Jack LaRue Janice Ann Wagner The Continental Dean Allen

Eddie Fisher Edith Adams **Burl Ives** Joan McCracken Hal Leroy Denise Darcel Sammy Davis, Jr. Hy Gardner Jan August Georgie Kaye Ray Charles Singers Juliana Larson Theodore Uppman Joe Lautner Joey Ross Ruecondo Quintet Brucie Weil **Doreen Davis** Hal Jackson **Billy Graham**

Martha Wright Duke Ellington Caesar Romero Celeste Holm Bill Hayes Herb Shriner Louis Jordan Irving Fields Trio Russell Arms Maggie McNellis Mark Dawson Jerry Layton Ray Walston Don Sherry George Gaynes Constance Melody Martin Walker Lighthouse Blind Players Richard Dean **Ruby Goldstein** Ginger Smock

Bess Myerson Jane Morgan **Bobby Shields** Bill Farrell Ray Walker Lehman Engel NY Police Glee Club Tommy Ryan Rosalind Wells Ronnie Selby Jackie Florence **Brook Roberts** Dick Halan Frances Russell Ray & Pat Larry Leslie Sammy Smith **Rubin Vargo Buzz Miller** Jimmy Carter

Bill Tabbert



NEWARK, New Jersey

Now Transmitting from the EMPIRE STATE BLDG.
New York

Seattle's Tough Competitive Setup Snarled Further By Cable Delay

Seattle, Nov. 17.
Highly competitive TV situation in Seattle, with three stations presently on the air and a fourth, in Seattle, with three stations presently on the air and a fourth, KOMO-TV, starting operations pec, 10, won't be helped by the announcement iast week that a second cable circuit can't be installed until late 1954 or early 1955. With King Broadcasting's vp.-general manager Otto Brandt announcing that KOMO-TV will be an ABC-TV basic and will air that net's shows starting Jan. 1, the squeeze for facilities will be tighter than ever before.

KOMO-TV's entrance on the scene will mean that four stations will be sharing cable facilities for the shows from four webs. Even under the current situation, with three stations on the air, the live clearance situation is a toughie, with some shows being shown via kinnie as far as six weeks behind. Even toprated shows like Ed Murrow's "See It Now" and "Person to Person" are caught in the kinnie grind.

row's "See It Now" and "Person" are caught in the kinnie grind.

Despite the cable squeeze, however, Pacific Telephone and Telegraph vp. general manager George M. Dean said that construction of the \$64,000 relay from Portland to Seattle won't be finished for more than a year. The job will have to await completion of increased facilities between Sacramento to Portland, Meanwhile, Pacific T & T is building an \$1,800,000 expansion of its microwave facilities to eastern Washington, linking Portland and Yakima. Spokane. This provides an alternate link to the present one between Seattle and Yakima. Present Seattle cable links the city to Sacramento. It was built last June in time for the presidential campaign.

Goldsmith's IRE Award

Institute of Radio Engineers will present its founders award for 1954 to Dr. Alfred N. Goldsmith, radio and TV consultant and former RCA exec. Award will be presented to Dr. Goldsmith at the Institute's annual convention, to be held in N. Y in March.

Y. in March. Award was voted for his "wise and courageous leadership in the plauning and administration of technical developments." Dr. Gold-smith has been for the past 40 years editor of the Institute's "Pro-

USE the Versatile MARY LOU

- in her voice! CHILDREN'S VOICES
- COMMERCIALS

 COMMERCIALS

 RADIO REGISTRY, MU 8 6600

W. B. Ryan Exits BAB

Board of directors of Broadcast Advertising Bureau met late yes-terday (Tues.) afternoon and out of it came a bombsheli via the resignation of William B. Ryan as

resignation of william B. Ayan as president.

Ryan has headed BAB since its formation a couple of years ago. No other information was available as Variety went to press.

Crosley Asks FCC Nod On WINS Sale for 450G

Washington, Nov. 17.

Washington, Nov. 17.
Crosicy Broadcasting Corp., owners of WINS, N. Y., filed an application with FCC for okay on sale of station to the Gotham, Broadcasting Corp. for an estimated \$450,000. Under transfer rights, J. Eiroy McCaw, owner of KYA, San Francisco, and KLZ and KLZ-TV, Denver, would have 75% interest in WINS. John D. Keatling, other Gotham Corp. partner, would have a 25% interest.

Prospective owners plan no staff

a 25'e interest.

Prospective owners plan no staff
changes at the music-and-news station pending analysis of further requirements

quirements.
Increased expansion in midwest and south with "need for concentrated effort in those areas," were reasons offered by Crosley execs for sale. The two Gotham Corp. owners, with radlo and TV interests in Hawaii as well as the Coast, have long eyed a broadcasting sphere in N. Y. Owners will borrow an estimated \$350,000 from the Bankers Trust Co, in N. Y. toward purchase of station.

Big Time Spenders

Continued from page 31

much of this coin will be chanicled its way, he opines.

Such knowledgeable advertisers
as Procter & Gamble are already
strdying their packaging techiques with an eye to color, and
the trend is spreading, Kopf points
ont. And manufacturers, strangers
to TV today, are being alerted to
the color-added medium just
around the corner.

Kopf expects the influence of
color will be the major factor in
the next selling push which starts
in few months for the 1954-55 season. Even though color receivers

in few months for the 1954-55 season. Even though color receivers will be the tiny minority for the next couple of years, the networks will have no transition period sales problems because of the aforementioned desire to hold onto established franchises for C-Day by the top advertisers anxious to protect their TV investments. Seattle-Thomas H. Sheenan has

Scattle—Thomas II. Sheenan has been named an account executive for KOMO-TV here by Ray Baker, vp. and commercial manager. Sheehan was formerly assistant advertising manager for Boeing Airplane Co., and advertising man-ager for Sick's Brewery.

WITTE Time for sales Wilmington, Delaware tisers use WDEL-TV consistently...proof positive of its profit potential. Write for information. Channel 12 WDEL AM TV FM Chicago Los Angeles San Francisco Sales Representative MEEKER

A DOCTOR'S BEST FRIEND

Fred Allen, Natch, Kicks Off Diabetes Assn. Hoopla

Pred Allen makes fo bones alout his ailments, even when he hasn't got 'em. This is "Diabetes Week" (Nov. 15-21), so the American Diabetes Assn. got Allen to kick it off with a humorous approach on NBC Radio last Saturday (14). Last October, in Smith, Kiine & French Lab's first of its three "March of Medicine" TV programs, Allen was the focal point for "hypertension," but in this case he was definitely pinned down as being one of the country's large horde of hypertensionists. On the NBC show, Ham Fisher told the story of his discovery of a pre-diabetic condition. On Monday, CBS gave time to an extension of the subject and during the week both ABC and Mutual also opened up segments. Diabetic Week programs were m.de available to 1,354 stations—363 of ABC, 219 of CBS, 567 of Mutual and 205 of NBC. Producer-director of the NBC show is Merton Koplin, with script by Ben kagan and Stan Dreben and mucic by Ben Ludiow. Koplin also reined the Mutual show.

WOR Transmitter Switch Snafued by WNBT Claim

Snafued by WNBT Claim
Anticipated transmitter switchover of WOR-TV, N. Y., from its
North Bergen, N. J., site to the
Empire State Bldg, has been delayed because of a dispute with
WNBT, the NBC flagship in N. Y.
WNBT claims that the proposed
physical location of WOR's transmitter and antenna would disturb
operation of WNBT's emergency
antenna, and WOR-TV disputes
this argument. Matter has been
submitted to a three-man arbitration committee as provided in the
Empire State lease, and the committee is scheduled to hand down
a decision tomorrow (Thurs,).
James M. Gaines, WOR-TV v.p.,
said that if the decision favors
WOR the station should be able
to start transmitting from the new
site within a week, if decision is
negative, he couldn't predict the
time it would take to make the
switch. Station would be the seventh transmitting from the building's tower, with WATV, Newark,
having switched over the weekend.

Plush Teeoff Continued from page 31 ;

the chorus will be doubled to a

Barlow's Firestone batoning Bariow's Firestone batoning dates from 1943. First maestro when "Voice" was launched on NBC radio was Hugo Mariani and the succeeding iist took in William Daly, Rosario Bourden, Gustave Haenschen. Nathaniel Shiikret, Wilfred Pelletier and Alfred Wal-lenstein.

Daly, Rosario Bourden, Gustave Haenschen. Nathaniel Shiikret, Wilfred Pelletier and Alfred Wallenstein.
"Voice" preemed on NBC's N.Y., flagship (then WEAF, now WNBC) Dee. 3, 1928, and is thus the oldest nationally aired musical program. It went video March 22, 1948, and became a simulcast Sept. 5, 1949. Rubber outfit clalms it was television's first sponsor, having latched on to the medium as far back as 1943 in the hippity-hop days of the visualers (Niles Trammell was then NBC prexy and is understood to have sold the idea to the late Harvey Firestone). Format at that time was an educational film on a two-city hookup N.Y. and Schenectady). It was the first concert program originating from NBC's Center Theatre.

To accommodate the enlarged talent pattern, sponsor will expand the TV end to an hour, with the Dennis Day. Show preempted, Radio will remain at 30 minutes, reportedly be ca use "Telephone Hour" wouldn't relinquish its 9 p.m. spot. First half will be simulcast, as usual. The opera singers will tee off in the Sextet fromes. NBC-RCA board chairman David Sarnoff will head up the network contingent to the St. Regis and board chairman Harvey Firestone Jr. for his company, First word was that both would speak briefly on the show, but this idea was shelved.

Houston—Wilma Rutherford will make her debut on KNUZ-TV in a five-days-a-week series titled "What's Cooking." She did the first Texas TV cooking series on WBAP-TV, Fort Worth.

Newsmen Covering D.C.

chief for Newsweek, are most often tapped. They average about three times per month on this show. Others frequently called on to fill the four-man panel are Marquis Childs, liberal columnist; Richard L. Wilson, of Des Moines and Minneapolis papers; William S. White, New York Times; Peter Edson, Scripps-Howard; Raymond P. Brandt, St. Louis Post-Dispatch; Jack Beil and John Hightower, A. P.; and Edward Folliard, Washington Post. Ruth Montgomery, New York Daily News, is used from time to time. In addition, "Meet the Press" oc-

In addition, "Meet the Press" oc-casionally taps newsmen who are specialists in certain fields when the guests are from those fields.

the guests are from those neigs.
Spivak also owns "The Big Issue" on DuMont. It uses four newspapermen per week, nearly aiways drawn from the same pool as supplies "Meet the Press." Show now pays \$75 per week, and will probably go to \$125 when it gets a sponsor.

Big Reservoir of Press Talent

sponsor.

Big Reservoir of Press Talent
CBS is trying a new angie with
its TV show, "Man of the Week."
It is playing the field of the correspondents and, refusing to bring
new faces and personalities to the
public on this one. After all, there
are more than 1,000 newspaper correspondents in Washington, and
only a small portion of them have
been guest quizzers up to now.

NBC's new "Report from the
White House," a weekly radio
show, has two news regulars, Merriman Smith, U. P. White House
correspondent, and Ned Brooks,
formerly with Scripps-Howard, but
for the past couple of years a regular member of the NBC "3 Star
Extra" news and commentary
show. "Report" pays its guests
\$50 a shot. Ray Scherer, NBC
White House Correspondent, is also
on this one.

"Three Star Extra," incidentally,
occasionally brings in a guest reporter from a city other than Washington to, augment its regular news
commentators. Ray Henle, Ned
Brooks and Al Warner.

The ABC radio show, "Crossfre," uses a regular ABC network
panel but invites an occasional out
side newsman as a guest.

Locally, WMAL, the ABC affilitee, has a TV show called, "Your
Commissioners Report," in which
D. C. officials are quizzed by a
panel of local newspapermen, with
Bryson Rasch serving, as moderator.

wWDC. Mutual Network outlet, has a local radio show called "District Round Table," which occasionally brings in local reports.

On the Mutual web, the radio show, "Reporters' Roundup," uses a panel of three newsmen weekly. Most frequently tapped for these have been Jack Bell, A. P.; William Theiss, I.N.S.; Tom Stokes, syndicated columnist; Clayton Knowles, New York Times, and Richard Strout, of Christian Science Monitor.

Strout, of Christian Section.

Oldest of the local shows with a paid panel is "Report to the People" on WWDC. It has two local newsmen a week, quizzing a city official. They get \$10 per p.a. Georgetown Forum, a local Du-Mont TV show backed by Georgetown University, pays nothing.

town University, pays nothing. When invited, however, even the

best known newsmen generally cept, because of the public servangie.

cept, because of the public service angle.

Additionally, newsmen regard it as a training ground and a spring-board to more lucrative shows.

Rather unique is Esther Van Waggoner Tufty, an easy talking, hearty, extroverted blonde, who is chief of a news bureau servicing a large number of small papers. Last July she was in the political construction of the service of the service

Biow Denial

Continued from page 11 -

which headquarters in San Francisco, where the case is being heard in Federal Court, shifted its business over to Kenyon & Eckhardt, effective Jan. 1. But Gene Hoffman, public relations v.p. of the line, denied any connection between the switch and the case, and Beirn said that "such minor changes as have occurred in the course of normal activity in an

changes as have occurred in the course of normal activity in an agency doing an annual business of \$50,000,000 have been purely coincidental, having nothing whatsoever to do with the case. Under ordinary circumstances they would have aroused no comment."

Samish is under trial on charges of non-payment of \$71,868 in income taxes, with a key factor in the Government's case the statement by Blow that he paid Samish \$110,000 over several years as commissions for helping the agency secure the Schenley Distillers account. Biow's testimony was contradicted in part by Alfred E. Lyon, board chairman of Philip Morris, one of Biow's biggest accounts. Beint took offense at statements about a possible loss of business at the agency because of the case, stating:

"The Biow Co. is, and has been ready at all times to make public any pertinent facts about our business. Two of our officers have heen witnesses for the Government in a case in San Francisco. Efforts to discredit their testimony have given rise to stories without basis or fact. We want to say nothing that will in any way affect the proper procedure of law, However, untruthful statements about our business are larmful and can become malicious."

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Don't Sing Any 'Dirty' Blues

Nobody but those in the trade knows best how many "angles" there are in the music business. It's part of the craft, and has been so traditionally. It seems paradoxical that a business of creating mirrth and nelody for a nation—and the world, for ever since the crading of so-called "Yankee jazz" American popular music has girdled the globe—should be so fraught with sharp practices. However, that's an intratrade credo which, it is safe to assume, must have its counterparts in alomst every other industry.

This is prelude to the ASCAP songsmiths' suit vs. BMI. Already the broadcasters aligned with Broadcast Music, Inc., are blasting the writers as "ill advised," "ill informed," "ridiculous" and the like Paradoxically, more or less aligned with the networks and BMI are the "old guard" ASCAP music publishers. This tends to become the convincer that "this is a songwriter's suit and not a publisher's suit," as Arthur Schwartz, the leadoff co-plaintiff of the 33 songsmiths filing the action, retterates.

The record companies are vehement in their conclusions that "we don't give a songplugger's free lunch whose song it is, BMI or ASCAP or SEASAC or "D; all we care is getting hit records." This has been the conversation generally to a diatribe against songwriters and their practices—"if you only knew what cut-ins and angles and chiseling these writers have offered us," etc., to quote the diskery executives.

When and if this N. Y. Federal Court action reaches trial in a year so, there will be plenty of dirty linen aired. If not sooner. As of ow, to be precise.

This would be a mistake for both sides in this internecine battle. The networks take umbrage at the so-cailed "blatant publicity methods indulged in," by hiring a suite at the Waldorf, retaining a p.a. outfit to "fight the case in the public prints," naming "with irresponsibility" as co-defendants such network toppers as Sarnoff and Paley, Folsom and Stanton ("they don't even know or care what it's all about; this is something for the record companies' officials to be bothered with"). Then, add the BMI-ites, "All we have to do is examine Rodgers & Hammerstein, Porter or Berlin, or anybody who really produces songs and not just sits back on their ASCAP laurels, and we'll see if it isn't a fact they have earned more since the creation of BMI, than heretofore."

not just sits back on their ASCAP latters, and we is seen it itsn't a fact they have earned more since the creation of BMI, than heretofore."

The ASCAP writers welcome that very thing. R&H, Porter, Berlin and the like "are not representative songwriters—they're capitalists and would be without ASCAP income,", say the plaintiffs. Schwartz, an ex-lawyer, a past president of the League of New York Theatres, a sparkplug in the Council for the Living Theatre, and a so-called double-Accomposer, says he nor these greats are "typical.of the plight" of the average ASCAP songwriter. That goes also for Haroid Arlen, Jimmy McHugh, Howard Dietz, Arthur Freed, Johnny Green, Johnny Mercer, Harry Warren and the like who have piedged 5% of their ASCAP income, for the first year, for the legal war chest. The 33 songsmiths named as co-plaintiffs represent "close to 300 and may get to 500 songwriters," says Schwartz. The legal war chest piedges now top \$300,000 "and may get to a half-million," says he. Schwartz reiterates that the writers first met in Oscar Hammerstein's house with Rodgers present; Porter enthusiastic and "putting up the money." Berlin apparently is going along with it tacitly but, so far, has not piedged any tithe to the legal warchest.) Mathematically, Berlin's \$87,000 ASCAP yield last year would obligate him to \$4.400; Porter's \$78,000 ASCAP melon" in 1952 means he has pledged \$3.900; the big "middle block" of \$25,000 to \$45,000 topflight revenue-earners means a \$1,250 to \$2.250 pledge to the legal war chest, which attorney John Schuman is handling.

The names listed as plaintiff were "cast" for the specific reason of

The names listed as plaintiff were "cast" for the specific reason of being "a representative cross-section" of American songsmiths—vets and newcomers, pops and standards, longhair and middlebrows. To the ASCAP publishers who decry the suit, the writers take the position that their do-nothingness will be the undoing of the average songwriter to whom ASCAP is a lifetime annuity, an economic bulwark, a haven.

Regardless of the merits of the issues, and these will be duly weighed and appraised by American legal processes, the "washing of dirty linen in public," which is already being aired, should be kept very much sotto voce. Songwriters' songs should be heard; their intra-trade wees-should be shielded within the bosom of the industry for proper adjudication and conclusion. Thus nobody will be hunt too badly. Abel.

AFM, AGVA Nip Pitt Jocks' Sideline Of Teenage Dance Promotion for Pay

Pittsburgh, Nov. 17. Greed of several Pitt disk Jockeys has boomeranged on them, and Local 60 of the musi-cians union and AGVA have cians union and AGVA have stepped in to put an end to their lush, sidelines.

stepped in to put an end to their lush sidelines.

As long as the boys confined themselves to their studio platterspinning, they had the blessings of AFM and AGVA to use guest interviewees in exchange for plugging the latters' latest record releases and cafe appearances.

But in recent months, the deedays have been stepping out as promoters of teenage dances in auditoriums and halls, where an admission is charged. And as added bait, they've brought along performers playing in town at the time and have even gone so far as to bill them. Most of the entertainers have played along with the jocks, lest a refusal might put them in a bad light with the radio boys, and they didn't want to chance that.

chance that.

A recent complaint to AGVA by the Ames Bros. during their engagement at the Twin Coaches brought the thing to a head as far as the vaudeville-cafe union's performers are concerned. It's still okay for them to drop in on a regularly-scheduled broadcast but pa.'s at outside affairs run by locks but which aren't aired are out from now on.

However, Local 60 hasn't stopped at that, Hal Davis, president of the union here, has not only forbidden cutside cuffo personals by musi-(Continued on page 62)

Bagpipe Hypo Glasgow, Nov. 10.

Robert Wilson, Scot tenor, is back home from the U. S. angry with the Americans. He angry with the Americans. He says that, despite his strenuous efforts, a traditional 18th Century Scot lyric, "Scotland the Brave," is in danger of being reissued in the U. S. with fresh words which "would ruin the song and make a laughing stock of the melody."

laughing stock of the melody."

New words introduced include the line: "I hear the
pipes a-hummin', My Bonnie
Lass is Comin'." Scots object
to this, on grounds that it's
impossible to set bagpipes
"a hummin'." This new version
has been waxed by the Ames
Bros.

Spike Jones' 'Insanities' Set for Broadway Bow

Spike Jones and his troupe, after playing in over 400 cities, will make their first stand in New York, Dec. 26, when "The Musical Insanities of 1954" is skedded to open at the 46th Street Theatre.

The show is coming east after a three-week run to the Curran Theatre in San Francisco. Troupe comprises 40 instrumentalists, singers, dancers and comedians. Ralph Wonders is the show's general manager.



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RCA's 35c Disks To Be Launched After 'Label X'

RCA Victor's timetable for the launching of its projected 35c. pop disk line has been set back until next year. According to present plans of Manie Sacks, RCA veepee and general manager of the disl division, the low-priced line will likely go into action after the so-cailed "Lahel X" is put into operation by Jimmy Hilliard.

Question of the operational chief for the 35c. line has not yet been decided. Hilliard may double into this spot or Ben Selvin, who's currently artists & repertoire chief for Victor's custom records division, may be asked to handle the a&r chores for the low-priced line.

chores for the low-priced line.
Meantime, Victor exects are still studying the economics and techniques involved in producing a 35c. disk. Victor aiready is equipped with automatic pressing machines similar, though not identical, with the injection moid process used in the manufacture of Bell Records, the 35c. disk line being distributed through Pocket Books.

Name for the Victor 35c. non

through Pocket Books.

Name for the Victor 35c, pop line is also open at this point, as is the name of "Label X," which was blueprinted early this year as a quasi-indic operation. It's understood, however, the 35c, line will get the same type of distribution as Victor's Camden Records operation. Later is channelled directly ation. Latter is channelled directly to the chain and department stores and is also a low-priced line in the classical and jazz fields.

JONI JAMES CLICKS IN STAGE COACH INN

Stage Coach Inn, big-capacity nitery in Hackensack, N. J., which has inaugurated a policy of head-lining disk names, came up with a record bo. winner in Joni James, M-G-M songstress, last Saturday (14). Canary pulled in 1,800 customers at a \$5 minimum in three shows for the night.

Nitery has lined Margaret Whiting, Sunny Gale and Tony Bennett for future bookings.

Vet Music Man

Ben Bloom

discourses on why publishers nix amateur songs, in a snappy

piece titled Refused!

one of the many byline features in the upcoming

48th Anniversary Number

VARIETY

Capitol's Annual Net Up to \$709,625 As Sales Soar 11.6% to \$15,965,000

Annual MPPA Meet

Music Publishers Protective Assn. is holding its annual meet-ing of members this week, with election of officers for the coming year the top point on the agenda. Louis Bernstein, Shapiro-Bern-stein, topper and current MPPA prexy, will deliver the annual re-port.

week. Diskers hopped on the "Papa" bandwagon when key disk jockeys began laying on Eddie Calvert's trumpet version on the indie Essex lahel. RCA Victor, Columbia, Capitol and Decca already are set with followup items.

Victor broke through with the first tyric treatment early in the week. Joe Cariton, Victor's artists & repertoire chief, shiecd Eddie Fisher Saturday (14) and rushed deejay platters out Monday night (16). Diskery will run off 150,000 copies on its initial pressing. Upcoming instrumental versions include Harry James (Columbia), Ray Anthony (Capitol) and Russ Morgan (Decca).

Song was picked up for the U. S. a couple of weeks ago by Filiot Shapiro (Shapiro-Bernstein) from the Swiss publishing firm, Musikverlag - Zurich. "Papa" was originally showcased in a Swiss musical production, "Pireworks," three years ago, but had no impact on the European music hiz seen until a new production of the show was produced in Hamburg, Germany, September this year. Tune was written by Paul Burkhard, and S-B assigned British tunesmiths John Turner and Geoffrey Parsons to write an English lyric.

The Essex release was cut in England on British Columbia labet. U. S. rights to the master were bought up by Essex prexy Dave

U. S. rights to the master were bought up by Essex prexy Dave

N.Y. Court Rules Against Mrs. Glenn Miller in Suit To Block Decca Album

Mrs. Gienn Miller, wife of the late bandleader, has lost the first, and perhaps decisive, round in her court fight to prevent Universal Pietures from assigning the disk soundtrack rights to the pieture; "The Glenn Miller Story," to Decca Records, N. Y. Supreme Court Justice Benedict D. Dincen ruled against the plaintiff's motion for an injunction against the sound-track disk, but said that the circumstances warrant "an expeditions trial."

tions trial." The court ruled that Mrs. Miller had failed to substantiate her claim that Universal's deal with Decca was a breach of her contract with the studio for the handleader's blople. Mrs. Miller contended that the Decca album, played by studio musicians, would damage her by being "unfair competition" to the actual Miller disk releases by RCA Victor, which has exclusive rights to the bandleader's wax output. wax output.

wax output.

The court pointed out that
Decca is planning to package its
(Continued on page 62)

Capitol Records continued to chalk up solid financial advances during the last 12 months, ending Sept. 30, with a 11.6° gain in sales and over a 60% boost in net profit compared to the previous year. Net lineome for the year, after provision of \$1.041.000 for Federal taxes, totalled \$709.625, against \$439.721 for the preceding 12-month period, when \$514,000 was shelled out in taxes.

Capitol's sales cimbed to \$15.6

Mein Papa Perks

Big Disk Scramble

"Oh Mein Papa," tune imported from the Continent, set off a record company cutting seramble iast week. Diskers hopped on the "Papa" bandwagon when key disk jockeys began laying on Eddie Calvert's trumpet version on the indie Essex label. RCA Victor. Columbia to the following set with set wi

year.

Capitol prexy Glenn E. Wailichs, in his quarterly report, listed the company's top hits in recent months as Les Paul-Mary Ford's "Vaya Con Dies," Ray Anthony's "Dragnet," Pee Wee Hunt's "Oh," Dean Martin's "That's Amore" and Stan Freberg's satire, "St. George and the Dragonet."

George and the Dragonet."

Deciaring that prospects are favorable for the remainder of the year, Wallichs disclosed to stockholders that the diskery is making further investments in foreign operation. He also pointed to the recent acquisition of a new recording studio in New York as a supplement to Cap's Coast facilities.

Disney Pic Tune **Accent Cues Pub** Reorganization

Fred Raphael, veepce and general manager of Walt Disney Musle for the last four years, bowed out of the firm last week, ening a reorganization of the pubbery's activities. Firm plans to move out of the pop field entirely and concentrate its publishing operations on Disney pic scores.

Disney pic scores.

Pubbery Is switching its headquarters from Hollywood to the
Disney studio in Burbank. Abe
Glaser will head the Coast office
with Jinmy Johnson, exec veepee
of the firm, supervising all activities. Mac Kooper, who headed the
firm's activities in the east for the
past year, was let out in the reorganizational overhand. Firm 18
keeping Kooper on call, however,
if future plans include a New York
office topper, Meantime, the New
York branch will be maintained
without a head.

York branch will be maintained without a head.

Raphael is forming Fred Raphael Music, Inc., with the backing of a group of five Hollywood producers and directors. Firm will get into operation within the next few days, Casualty list of Disney's professional manager list in the cast has been high in the past three years. The Disney men who've moved into other publishing operations include Jack Spina, Johnny Farrow, Herb Reis and Phil Kahl.

Philly 'Miracle' Prompts New Religioso Pop

The "miracle of the burning Philadelphia bush," a vision wit-ressed by four Philly parcelial school students a couple of weeks ago and which has since attracted thousands of visitors and gained Ruth Wallis' Cafe Dates

The Godfrey-LaRosa affair is being kept alive on wax. Ruth Wallis' Monarch label etching of "Dear Mr. Godfrey" is picking up momentum, with close to 100,000 disks sold in its 10 days on release.

Miss Wallis, who's author-publisher of the tune as well as partner in the Monarch diskery, also is heading out on a new nitery career because of the disk's impact. She opens at the Hotel Bradford, Boston, Nov. 23 and follows with dates at the Skyway, Cleveland, and the Horizon Room, Pittshurgh.

Jocks, Jukes and Disks

Bing & Gary Crosby: "Down By The Haverside." It should repeat their Son's Song click of a few years back. Side is packed with a lively beet and thip pharmony from start to finish, making it a coinbox and decipy natural. Gary's a big how now with a set of deep pipes and at time's it's hard to tell who's who. They take off in a smilar bouncy tein on the reverse. John Seet Trotter's backing is an important pios.

Richard Hayman: "Sadie Thompson's Song": "Drive In" "Mercury, Richard Hayman's exotic harmone ira ride on "Sadle Thumpson Song," from the Columbia pic, "Miss Sadie Thompson," is a winner's circle entry. Side has an attriging melodic heat and the predominant month organ gives it a hamning quality that will catch on all levels. Hayman is in a fayer mood on the flip side. It'll win occasional spins.

Tommy Edwards: "It's Christmas Once Again" helps make to one of the standdown the rices. It's samples and melodic and Edwards beiness added warmth and charm with his soft, sincere reading. Once the lockeys get going on the Xmas.

Data Data



LORRY RAINE

"Tim In Love With A Guy"—"You Broke My Broken Henrt" (Kenn). "Laory's behallent lift, vibrant tocallistics, give high-riding potential," Variety. "The big one for Laory' Raine,"—Cash Hox. "Guy' esal score with Lorry's warmth and for penasing of fine ballad,"—Down Bat., "Tim Cayl."

Publicity—Management—Song and Record Exploitation P. O. Box 1155, Studio City, Calif.

Nights"-"I Can't Believe That You're in Love With Me" (Colum-hua'r "Night of Nights" is from

Joure in Love With Me" (Columbian, "Night of Nights" is from the same legituner ("Kismet") family as "Stranger in Paradise" but it won't make as much noise. It's a waltz-tempoed item but a nexciting workover. Reverses an updated oldie, has the kind of sprightly beat that wins spins.

Artic Wayne: "My Liyum to Her" Bellisima" (Mercery). If the formula for a cliek is a blending of the religioso and the romantic then Artic Wayne has it with "My Hymn to Her." Tune has the message and the melody that fits into the current wax vogue and Artic Wayne delivers it the way they like to hear it. It's good fodder for the jukes and jocks. Wayne's treatment of "Bellisima" will have the deejas wondering which side to Spin.

Kay Starr; "Changing Pathers"

Best Bets

BING & GARY CROSBY

(Decea)

(RICHARD HAYMAN ADDED SADIE THOMPSON'S SONGE (Adverory)

TOMMY EDWARDS IT'S CHRISTMAS ONCE AGAIN
(M.G.M.)

(EDDIE CALVERT OH, MEIN PAPA
(ESSET) Every Day 1s Christmas
OH. MEIN PAPA
Mystery Street

song spinning parade, this should have no trouble finding a permanent berth. More seasonal greetings on the bottom deck but with less impact.

Eddie Calvert: "Oh, Mein Papa", "Mystery Street" (Essex, "Oh, Mein Papa," time which originated in Germany and was cut by Eddie Calvert in England, should rack up a big score in the U.S. was unarket It has an offleat included line hut it has a captivating quality that highest ear. Calvert's certe trumpet work gives it added appeal. In all, it's a left-field item from oversees that should find a home here Calvert's trumpet workover of "Mystery Street" gives the teme hew interest but "Papa" will gade all the spins.

Les Baxter Orch-Betty Reills: Stantial Baion" (Capitol). With about 29 disk versions of "Magdalena" already on the market. Lee Baxter and factiv Reilly have teamed for a formal and flavorsome treatment that well mib top spin: Eastern and factiv Reilly have teamed for a formal and flavorsome treatment that well mib top spin: Eastern and factiv Reilly have teamed for a formal and flavorsome treatment that well mib top spin: Eastern and factiv Reilly have teamed for a formal and flavorsome treatment that well mib top spin: Eastern and factiv Reilly have teamed for a formal and flavorsome treatment that well mib top spin: Eastern and factiv Reilly have teamed for a formal and flavorsome treatment that well mib top spin: Eastern and flavorsome treatment that well mib top spin: Eastern and flavorsome treatment that well mib top spin: Eastern and flavorsome treatment that well mib top spin: Eastern and flavorsome treatment that well mib top spin: Eastern and flavorsome treatment that well mib top spin: Eastern and the first and flavorsome treatment that well mib top spin: Eastern and the first and flavorsome treatment that well mib top spin: Eastern and the first and flavorsome treatment that well mib top spin: Eastern and the first and flavorsome treatment that well mib top spin: Eastern and the first and flavorsome treatment that well mib top spin: Eastern and the f

VARIETY 10 Best Sellers on Coin-Machines

I. RAGS TO RICHES GO 2. VOU, YOU, YOU, A190 An Bross. Victor 3. VAYA CON DIOS Q2D I. S Peri Mary Ford Cristol RICOCHET GO 5. EH CUMPARI GO 6. MANY TIMES GO 7. YOU ALONE Q2 8. ORE Q90 9. EDB TIDE (D) 10. WOMAN (D) Second Group CHANGING PARTNURS IN THE MISSION OF ST. AUGUSTINE BABY, BABY, RABY MILWAL KLE POLKA SHE WAS FIVE AND HE WAS TEN KNGAROO HEART OF MY HEART MY LOVE, MY LOVE GAMBLER'S GUITAR SIRE WAS GUITAR SIR MARADISE 1. S Daved
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CHANGING PARTNERS IN THE MISSION OF ST. AUGUSTINE DRAGNET EABY, BABY, RABY MILWAUKLE POLKA SHE WAS FIVE AND BE WAS TEN EASY, BABY, BABY AND BE WAS TEN EABY, BABY, BABY AND BE WAS TEN EASY, BABY, BABY, BABY AND BE WAS TEN EASY, BABY,
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ENGLAROO
K VICTROO
HEART OF MY HEART
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MY LOVE, MY LOVE
GAMBLER'S GUITAR
STRANGER IN PARADISE
I SEE THE MOON
I SEE THE MOON I SHOT LD HAVE TOLD YOU LONG ASSO LESS COMMONDER COMMONDER
SKIRIS F. C.E. and Mercury
regires in pure otheres under enumber of weeks song is tore in the Top 101
······

Longhair Disk Reviews

Stravinsky: Rake's Progress Columbia 3 LP; \$16.35). Stravinsky's
neo-classic opera and last season's
Met Opera succes d'estime is given
a standout performance by Met
cast, orch and chorus, under the
composer's loving guidance. Eugene Conley, Hilde Gueden, Mack
Harrell, Blanche Thebom and
Martha Lipton head cast.

Kirsten Flagstad Song Reeltal
(RCA Victor; \$5.45). Collection of
lieder, built around Schumann's
"Frauenliebe." finds the Norse soprano singing with her unique
creamy warmth and richness. Fuilness and breadth of top tones are
gone, but voice, interpretation and
feeling make disk still a moving
experience.

Bruckner: Symphony No. 9 (Vox;
\$5.95). Rousing, spirited reading of
a powerful romantic work, of monunental tif unfinished design,
done by Jascha Horenstein and the
Pro Musica Symphony.

Shostakovich: Piano Concerto
and Hindemith: Four Temperalumbia 3 LP; \$16.35). Stravinsky's

Shostakovich: Piano Concerto and Hindemith: Four Temperaments (Capitol; \$5.45). Shostakovich's youthful, light and lively con-

Stravinsky: Rake's Progress (Coumbia 3 LP; \$16.35). Stravinsky's leo-classic opera and last season's led Opera succes d'estime is given ast, orch and chorus, under standout performance hy Metast, orch and chorus, under the omposer's loving guidance. Eutene Conley, Hilde Gueden, Mack larrell, Blanche Thebom and Martha Lipton head cast.

Kirsten Flagstad Song Recital RCA Victor; \$5.45). Collection of leder, built around Schumann's Frauenliebe, finds the Norse sorano singing with her unique reamy warmth and richness, Fuiltess and breadth of top tones aroune, but voice, interpretation and celing make disk still a moving experience.

Bruckner: Symphony No. 9 (Vox. 5.95). Rousing, spirited reading of powerful romantic work, of monancental (if unfinished) design, lone by Jascha Horenstein and the 'Pro Musica Symphony.

Heinz Kubica has been named.

Heinz Kubica has been named recording engineer for Nola Studios in N. Y. Kubica is a German sound engineer who came to the U. S. three years ago.

Songs With Largest Radio Audience

The top 30 songs of week (more in case of ties), based on copyrighted Audience Coverage Index & Audience Trend Index. Published by Office of Research, Inc., Dr. John Gray Peatman, Director, Alphabetically listed.

Survey Week of November 6-12, 1953 (Listed Alphabetically)

Don't Take Your Love From Me	Witmark
Ebb Tide	Pobbies
Eh Cumpari	Bosarch
Granada	Peer
Heart of My Heart	Robbins
Hi-Lili Hi-Lo-+"Lili"	Poblins
I Love Paris-*"Can-Can"	Channell
I See the Moon	
In the Mission of St. Augustine	Pamblie
Istanbul	
It's Easy to Remember	Famous
It's Easy to Remember Joey's Theme—""Little Fugitive"	Thinity
Love Valked In	Channell
Many Times	Broadmst
My Love, My Love	Moridian
My Love, My Love No Other Love—"Me and Juliet"	Williamson
Off Shore	Hanover
Oh	
P. S., I Love You	La Calla
Pa-Pava Mana	Chaldon
Pa-Paya Moma Secret Love—"Calamity Jone"	Damiels
Scret Love—?"Calamity Jone" Stranger in Paradise—*"Kismet"	Powerls.
Sweet Mana Tree Top Tall	FIMIK
Tenresse Wig Walk	Pionis
That's Amore	Village
Typewriter	Lacamount
Vara Can Dies	MILES
Vaya Con Dios When My Dreamboat Comes Home	Aramore
Who Dut the Davil in Party is Product	Remick
Who Put the Devil in Evelyn's Eyes	Hartiey
You, You You	Metim
You're the Right One	Paramount
-	

Second Group

Baby, Paby, Baby	Famous
Changing Partners	Porgie
Crying in the Chapel	Valley
Crying in the Chapel Dendwood Stree-"Calamity Jone"	Remick
Don't Forget to Write	Advanc d
Degenet	Alamo
From Pere to Eternity— "From Here to Eternity	" Parton
Gambini's Guitary,	Frederick
Hey, doe	Tappen
1 Just Love You	Miller
Keep It Clay- "Me and Juliet"	Williamson
Mama's Cone Good-bye	Diela fek
My Love For You My Love My Life, Mc University	Point
My Lore, My Life, My Happiness	Taibnata
My tory Street	Mallin
Rags to Righes	Coundar
Ricochet	Chaldan
Side by Side	Charles R
Side by Side	Shapiro-o
You Alone Your Chestin' Boost	Roncom
Your Cheatin' Beart	. Acuit-it

Top 10 Songs On TV

	Mere In Case of Ties)	
Cela M'est Egal		Bucke-Van II
C'est Magn fiche		Channell
Civing in the Chape		Valley
Pull Higo		Robbins
I Love Pana		Chappell
Many times		Broadcast
Neurness of You are		Famous
No Other Port and		William-on
Oh		Feist
Vaya Con Dios		Ardmore
You. You. You	A	Mellin _

Five Top Standards

-	-	•	_	-	•	г	-	×	~	1	•••	-	•
(A	10	ara		1.0	-	100	20	^	ŧ	Ti	ae.	ř

Give My Regards to Broadway	Vogel	
I Can Do Without Broadway	Durante	
I've Cot My Love to Keep Me Warm	Berlin	
They've Cot an Awful Lot of Coffee in Brazil	. Jefferson	4
Yes. Sir. That's My Baby	Bourne .	

f Filmusical. " Legit musical.

Soph's 50th Anni Discography Goes Back to 1910 Cylinder Era

What with show biz now cele-rating the 50th anniversary of higher Tucker's fabulous career as To Join Forrest Me

what with show DIZ now celetrainer the 50th anniversary of
sophic Tucker's fabulous career as
ad, entertainer. the time seems
right for briefly reviewing the retording career of "The Last and
first of the Red Hot Mamas."
Take is especially ripe, in fact,
since Mercury, to which Soph is
now pacted, is going ahead with
a special issue commemorating
inchights of her long history.
For months ago a gent in Ohio
wrote: "You will be surprised to
lean I have a record of That Reuben. Rag" which Sophic Tucker
made on an Edison cylinder in
1900." Reply was that the Ohioan
himself was in for a surprise,
since Miss Tucker's recording actraites didn't begin until 1910 and
"Reuben Rag" was released in December of that year.
It was as a chanter, or shouter,
for Edison wax cylinders that the
"Red Hot Mama" got her start as
a canned music purveyor 43 years
ago, Quite a while back, Sophic
was quoted as saying the Edison
organization, then known as National Phonograph Company, oftered her \$1,000 to make 10 records and she accepted the proposition only after getting an agreepent she would be paid in advance.
According to the interviewer, the
then comparatively lissome young
lady found it hard to believe there
was that much money in the world
and wanted to get it all at once so says that much money in the world and wanted to get it all at once so she'd know how it felt to be rich. Sophie's first record, a two-min-ide version of "That Lovin" Rag." by Victor Smalley and Bennie Ad-**Continued on page 58)

Kenton Jazz Fest Scores In Pitt at Last-Minute With Neat 14G B.O. for 2

With Neat 14G B.O. for 2

Pittsburgh, Nov. 17.

Stan Kenton Jazz Festival came through at the last minute in its one-nighter at 3.800-scat Syria Mosque Wednesday (11) whenmore than \$6.000 worth of tickets were sold right before show time to account for a gross of nearly \$14000. Actual 'net was better than \$10.300, Federal and city lasses are counting for the rest.

Kenton and his troupe gave two performances, one at 8 and other at 11. First was virtually a sellout, with the later show drawing about half the house. Promoters were plenty worried with the advance sale but Armistice Day, good weather, and, for a change, a lark of rivid attractions, locally, turned the trick right at the deadline.

Near-tragedy on the day of the Conortt also proved a blessing in discusse at the b.o. In the alternoon, busload of Kenton's musicians crashed on the Pennsylvania. The pipke and three of them were stal to a Carlisle, Pa., hospital. By the time Kenton had rounded by the time kenton because the both kenton because the both kenton because the beautiful the both when the both kenton because the both line before the performance began.

Near-Capacity In Cleve.

Cleveland, Nov. 17.

Stan Kenton's orchestra did
close-to capacity biz in its "Festival
of Jazz" show at Public Music Hail
here: Jast Thursday (12), catching
an excellent \$8.615 at \$3.75 top.

Reports of troupe's auto-bus accident on a Pennsylvania highway,
with injuries cutting down trombone section and necessitating
some last-minute substitutions,
slowed up advance sale. It picked
up at the last moment for the 3.000capacity auditorium in door sales. capacity auditorium in door sales

Lewis Copy Paying Off
London, Nov. 17.

Stan Kenton's music has enabled
a British band, the Kenton-styled
vie Lewis Orchestra, to play capacity erowds these last few weeks
through teaturing heavily a 40%
quota of orchestrations from the
kenton library, plus several originals written for Lewis by Bill Holton and Bill Russo, two of the
kenton arrangers.
So successful has been the Lewiskenton-styled tour, that Lewis
has now announced that he is tak-

is-Kenton-styled tour, that Lewis has now announced that he is tak-ing his band out on a similar kick. on a countrywide basis, early next

To Join Forrest Music

Elmore White has shuttered his own music publishing firm to join Forrest Music as professional man-ager. Forrest, a BMI affiliate, is operated by Joe Diamond.

White launched his own pubbery about a year ago when the late Henry Spitzer's firms were dis-banded. White had been Spitzer's professional manager.

M-G-M's Single Disk Route On 'Kate' for D.J. Plugs

Un 'Kate' for U.J. Plugs
M-G-M Records is taking the
eingle platter route for disk jockev plugs of its current album releases, "Kiss Me Kate" and Joni
James' "Let There Be Love."

Diskery has culled a coupling of
"So In Love" and "From This.
Moment On" from the "Kate" album, and backed "You're Nearer"
with "Let There Be Love" from
Miss James' album for shipment
to 1.300 decjays around the country. Move was made to cut down
expense of shipping complete album packages to the d.j. list, Key
jockeys, however, will receive the
albums.

POSITIONS This Last Week Week

ARTIST AND LABEL

Best British Sheet Sellers

(Week ending Nov. 7) London, Nov. 9

Answer Me
Ponpa Piceolma
Monimy Kissing
Monimy Kissing
Monimy Kissing
Monimy Kissing
Monimy Kissing
Monimy Kissing
Monimy
Kissing
Monimy
Monimy
Marrice
Connelly
Believe
Monimy
M

Second 12

Flirtation Waltz. Bourne Feist Kiss Feist Steeling Roblins Crying in the Chapel Seven Lonely Days Chicka Boom Walk That-A way You You You You You You You Your Cheafin' Heart Wood Meiba Waltz That Care Chappell

N.Y. Symph, Tooter Fund 27G From Steinway Bash

240 From Sleinway Bash Cheeks totaling \$27,000 were presented yesterday (Tues) to the NY. Philharmonic and Musicians Foundation by Theodore E. Steinway, president of Steinway & Sons. Amount represents proceeds of the Ort. 19 Steinway Centennial Concert at Carnegie Hall, N.Y.

Amount also includes private contributions, including \$100 from Arturo Toscanini.

Loesser Beats Legitune Hurdles With Wide Wax Coverage on 'Kismet'

TUNE

Name Steinberg Director
Of 1954 Aspen Music Fest
William Steinberg, marked, director of the Putsburgh Symalony,
Orchestra, has been named general music director of the 1965
Aspen (Cal) Festival. Steinberg
will succeed the N Y City Operacy
Streed as director of the 1965
Aspen (Cal) Festival. Steinberg
will succeed the N Y City Operacy
Streed as director the past three
seasons.
The 30 Aspen Festival concertt
take place between June 25 and
Sept. 5 in the Colorado resort
town.

Capitol's Fowler, Cook
On Steady N.Y.-L.A. Binde
Capitol Records exces Bill Fow,
ler and Hal Cook returned to New
York late last week after a sense
of top byel haddles with diskerys
Cuast brass. Sales plans for incoming releases were set at the
meets.

Both Fowler and Cook will return to the Coast carly next month
to be on hand for the label's district sales managers' conclave Dec
12. Dick Linke, Cap's publishing rights to the score. He's
and to be shelling on 9e a copy to
wrifers Wright and Forrest as well
as a special deal on mechanical
towalters. Some publishing the Dick
on, Jack Robbins has other songs
to rector of the tunes to the upcoverage of the tunes, from the upconting the Alexander Borduits sore adaptivel by Robert
Wright and George Forrest), tradestrade sore adaptivel by Robert
Wright and George Forrest), tradestrade sore adaptivel by Robert
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Wright and George Forrest), tradestrade sore adaptivel by Robert
Wright and George Forrest), tradestrade sore adaptivel by Robert
Wright and George Forrest), tradestrade sore adaptivel by Robert

Lorsser also is publishing the Dich ton, Jack Robbins has other songr by Ander on, Cy Coleman and dor McCatchy, Jr., from the same show

Rex Riccardi's Death May Delay Start Of AFM-Disk Pact Talks

AFM-Disk Pact Talks

The death of American Federation of Missicians exec A. Rex Ristantial Isst Wednesday (10) in Menorial Hospital, N. Y. at 51, it expected to delay the start of the forgonations between the AFM and the disk findustry for a new union pact. With the current fivesyear deal running out at end of this year, disk execs have not as vet received word from AFM chief Johnson. The first of the fir

Mack's Van Cleaf Duo Pacted by Benida

Be note Records, new indic label, he lateined on to Ted Mark Ama tear Show vinners the Van Clear System Banhan and Bettye Dno, sho were Mack radio TV winners three times are in the late teens. They were parted by Dowes Bergman, Benda's artists & reportone chest.

The Lie t Van Cleat Sisters re-lease is set for December.

Victor Inks 'Opry's' Pearl, Also Adds Phil Moore

Also Adds Phil Moore

Minnie, Penil, vet hilbility coactioner on WSAl's "Grand Ole
Opry" show from Nashville, has
jeen added to RCA Victor's talent
roster by Steve Sholes, diskery's
country and western chief Sholes
also inked Andre Andrews, a folk
singer from Texas,
Phil Moore jazz pianist, chimposer and talent coach, has been
inked by RCA Victor. He'll etch
both jazz and rightim & blues
for Danny Kessler, Victor's r&b
blesd.

VARIETY Scoreboard

TOP TALENT AND TUNES

Compiled from Statistical Reports of Distribution **Encompassing the Three Major Outlets**

Retail Sheet Music Coin Machines Retail Disks

as Published in the Current Issue

NOTE: The current comparative sales strength of the Artists and Tunes listed hereunder is arrived at under a statistical system comprising each of the three major sales outlets enumerated above. These findings are correlated with data from wider sources, which are exclusive with Variety. The positions resulting from these findings denote the OVERALL IMPACT developed from the ratio of points scored: two ways in the case of talent (disks, coin machines). and three ways in the case of tunes (disks, coin machines, sheet music).

TALENT

1	3	TONY BENNETT (Columbia)	
2	1	LES PAUL-MARY FORD (Capitol)	(Vaya Con Dios /The Kangaroo
3	4	AMES BROS. (Victor)	You, You, You
4	5	TERESA BREWER (Coral)	
5	2	JULIUS LaROSA (Cadence)	Eh Cumpari
6.	7	FRANK CHACKSFIELD (London)	(Ebb Tide (Golden Violins)
7	8	EDDIE FISHER (Victor)	(Many Times !With These Hands Em. Walking Behind You
8	9	PEE WEE HUNT (Capitol)	Oh!
- 9	10	PERRY COMO (Victor)	(You Alone
-10	6	STAN FREBERG (Capitol)	St. George and Dragonet.
This	TIONS Last Week	TUNES (*ASCAP, *BMI)	PUBLISHER
1	1		Ardmore
2	2	†YOU, YOU, YOU	
3	5	*RAGS TO RICHES	
4	3	*EBB TIDE	Robbins
5	9	AMANY TIMES	Broadcast
6	4		
. 7	7	MICUCHEI	
8	6 -	VII.	
9		*STORY OF THREE LOVES	Foley
10	**	*YOU ALONE	Roncom

54

Tunes Top Record Talent and

r'aue	X-04 ED4CH		-	-	1	6 83	10 65	84	43	4	1	35	33	. 31	20	36	25	23	5 65	16 6	7 19	× ×	13	13	12	13	11		9	10	10	9	6	6	on ec					63	2
Helly- Den- wood ver	Perkins—KFEL			10 9	1	61	:		1		7	5		. 8		: :			6		4														;						5.
St. Fret-	ny Morris-WLOL			61	7 1		6.			6		:	8	4	01					5									: :					2		: :					10
cy Cleve, w'kee		Jack	2	-	11.0	1							9				9							4													4		10		
St. Cloud K.C. Ciney	Lenay—WSAI	Wayn	7 -	9			4 5				61	0					10	9			3									9					α						
Det Dear-	Seymour-WKMH		- 4		8 9	5	3	6				9		8	:		3		6		;						6						4								
Gon- Sen zoles Ant'o	Walshak—KCTI	bivad	+ 0	3 8		9 1	-			7		11 60	6	7		6 10				c		:				2							: :	:							
Ar- Se-	Wrisley-WSAV	ndot		-	-	6	2 8		10								10		8				6		3	2					:							4		. 10	
Or St.	SHOW-noswa	7	9		0.00	3 00		61		9			4		10 3	4			3			., ., .,	1 7			0		9		8	2			:	:					6	
1	rees—WEEN	le yet		1	9			2	2	7 1		1	3				4	6				2 2					5		. 4				6			0			10		
Roch	ach—Weat	Jack I		20	8				on .	9	8		+	7	7	4				0								:	6		10				2						
AST Tren AL	2 LXTW—)s	d uns	_		+ :	7 10 6			3		2 7		10	9				5		*			7		8		8			6	: :				:						
Bahi- Wor-	TVEM-Sucars	у 11 Воз	9		25	× 2	: 01		1	7 00						2			1	2	: :		:					5	01		:				:						
-	Z —uəjiq,O-iət	(asilat)		0.1						Interido		top Tall.				Nes		our Way 9		gustine	ragonet	Above			Home 10	les		rnity	otheart 3		ht Down.		ler.					pel	ove		
	Tising in populative e brisis of 10 points of one point of the greenstree of the properties of the pro	i de	Rags to Riches	*Ebb Tide	Ricochet	Many Times	Vaca Con Dios	You. You. You	You Mone	Ebb Tide	Love Walked In	Sweet Mama, Treetop Fall.	"That's Amore	*Istenbul	*I Love Paris	"Story of Three Loves	"To Be Mone	Never Stand in Your Way	Oh!	Mission of St. Augustine	*St. George and Dragonet	*Answer Me, Lord Above	Dear Mr. Godfrey	"I See the Moon	*Dreamboat Comes Home	*Re-Enlistment Blues	Off Shore	*From Here to Eternity	Santa Baby	Woman	*I'm Gonna Sit Right Down.	. Magie Guitar	*Off Shore * South of the Rerder	*My Kinda Love	tYou're on Trial	*Marie	:	Crying in the Chapel	*A New Kind of Love	"Secret Love	A'T'L' Transmitter
13	JOCKEY interest those records risin ee computed on the birs and so on down to one to present a comprehen	1	Columbia	London	Coral	Victor	Cadence	Victor	Victor	Mercury	Dot	Trend	Capitol	Columbia	Capitol	Mercury	Mercury	M-G-M	Capitol	Columbia	Capitol	Columbia	Monarch	Capitol	Capitol	Victor	Ambassador	Capitol	Victor	Coral	Decea	. Dot	Capitol	Capitol			Trinle A	. Decca	Columbia	Columbia	
	ARAPETY DISK JOCKEY POLL Ins. companion as designed to indicate those records rising in popularity well as those on 100 Matthon are companed on the briss of 10 points 1 pockeys will gary week to wrek' to present a comprehensive picture of ascers the cantry regirably.		Tony Bennett	Frank Chacksfield	Teresa Brewer	Eddie Fisher	Julius LaRosa	Ames Bros	Perry Como	Vic Damone	Four Aces	Lancers	Dean Martin	Four Lade	Les Baxter	R. Hayman-J. Murad	Artie Wayne	Initioppers	Pee Wee Hunt	Sammy Kaye	Joni James	Frankie Laine	Ruth Wallis	Ray Anthony	Kay Starr	Buddy Morrow	Chris Martin	Frank Sinatra	Eartha Kitt	Litty Rallen	Connie Boswell		Axel Stordahl				Dick Glasser		Helen Ward		
	MARIE I HAS COMPANDED ON WELL AS THOSE ON A NO. 1 mention. I sections of the conascript of the conascript.		wk. in log	1	1.	8	5 11 Juli	22	[-	8	TO 6 Hill		4	27 6 Per	21	10		+ 6	23	7	9 16 Jon	3	1 Rut	10 15 Ray		l Buo	Chr.	1		I Tohi	2 Con		1 Axe	1 2	П	l Fou	Dio I	40 16 Rex	1 Hel	1 Do	, oo

Chi Fades As Jazz Town With **Blue Note Fold**

Chicago, Nov. 17.

Blue Note, lower level histro
wherein Chi's now dubious reputation as the home of jazz has reposed for the past six years, shutters on Nov. 29, just prior to termination of its lease. General fallint off of business, against the severe overpricing of talent, was
given as the reason for the room's
denuse, along with landlord difficulties. It's the last nitery here
to showcase top names in the jazz
field, its only competition being a
few small Dixieland and hebop
joints.

to showcase top names in the jazz field, its only competition being a few small Dixieland and hebop joints.

Boniface Frank Holzfeind indicated he might relocate the Blue Note next spring, after the slow season, possibly out of the Loop. He also expressed interest in jazz concert promotion and may embark upon a national series in February. Business at the Blue Note had been alternately good and bad this year, with the topmost names playing to SRO and the lesser figures drawing a blank. Holzfeind encountered a lag this term with the cost of talent exhorbitant and business not good enough, even at its best. At the same time, he's aware that band leaders find expenses high and cannot afford to from their prices.

House, which opened in the fall of 1947 with Muggsy Spanler, has since showed off Duke Ellington, George Shearing, Stan Kenton, Benny Goodman, Louis Armstrong, Sarah Vaughan, and Nat (King) Cole for top grosses. Shearing is current, and Armstrong comes in Nov. 25 for a five-day stand to blow taps for the pub.

U.S. Champ Fiddler Turns Over Country Music To Boys From the Brill Bldg.

Boys From the Brill Bldg.

Towanda, Pa., Nov. 17.

Country music officially became the property of the Brill Bldg. cowboys here last week when the longtime U.S. Champion Fiddler, Prof. Charlie Anderson, lung up his fiddle and told this reporter "they kin have it. maybe they rerd music but kin they play 300 jips from memory? And them steel guitars belong in Honolulu." Fourth whose striking resemblance to the late Eddie Foy carried through to Foy's famous gurgleand-spray speaking technique which made detailed reporting difficult.

feult.

Boxoficewise, undoubtedly a tend has arrived wherein most of the country music is now played by musicians who can switch to 'No Other Love' without missing a diminished seventh, all on pitch, but lacking the zestful heel-beating which distinguished the aged-in-wood square dance fiddlers.

Marek Back From O'Seas: Miller Winds Coast Trip

Miller Winds Coast Trip.
George Marek, RCA Victor artists & repertoire chief, arrived back in New York Monday (16) after a two-week trip to the Continent. Marek has made a couple of trips to Europe this fall in conjunction with RCA's disk expansion plans in Italy and Spain where new plants have been launched. Mitch Miller, Columbia Records pop artists & repertoire chief, returns to N. Y. this week after a three-week stay on the Coast. While in Hollywood, Miller huddled with Paul Weston, Col's Coast lecording manager, and supervised several recording sessions.

Omaha Concert Band Bows With Free Show

RETAIL DISK BEST SELLERS

National Rating This Last wk, wk.	Survey sellers ba tained fro 11 cities parative s and last u	ARIETY of retail disk b seed on reports me leading stores and showing co ales rating for t ceek.	ob in E	Philadelphia—(Williams Co.)	Boston—Boston Music Co.)	Chicago—(Hudson Ross)	St. Louis-Tudwig Music House	San Antonio-Alamo Piano	seattle-Sherman & Clay)	Minneapolis Don Leary)	Kansas City - Jenkins Musici	Indianapolis - Pearson's	Los Angeles Denel's Music.	T O T A L P O I S T S
1 4	"Vaya Co		4	2	10		6	2	5		3	6	2	59
2 3	"Ebb Tid		2		5			1	4.		1	2	4	58
3 2	"Rags to		attended to	8		3	5	6	9	3	4		5	55
4 1	JULIUS "Eh Cum	LaROSA (Caden pari"	ce)	1	8			114	3	4	8	3	7	51
5 7	TERESA "Ricochet	BREWER Coral)	-			1	- 5	6	2 .	5	-		40
6 6		ROS (Victor)		7		7	3	3	10		7	9	3	38
7 9	PEE WEI	E HUNT (Capitol		4			7	9	2		2	7		35
	STAN FR	EBERG (Capitol		-11	• •		2		-	- 1		•		'k
8 5	EDDIE F	ge and Dragonet' ISHER (Victor)	-		1		-	4			6.	***	_ 1	32
9 8		AN-J. MURAD	Mercury)			9	4	8		1,700	10		-	21
10 11		Three Loves'			4	• •	9	7	d d	-	. ,	***		19
11 12		Three Loves"		• •	100	• • •	•	2	1			4		17
12A	"That's A		. , , , , , , , , , , , , , , , , , , ,	•	9	5			11.	7				12
12B 12	"The Typ				• • •	. 1	.1						9	12
14A 10	"You Alo	ne" (Decca)		1	7	3,		10	-	÷,				10
14B	"Heart of	My Heart"			·	٠.	4.1					1		10
16 19	"Istanbul						.:-	1	7	1		.4	6	9
17A	"My Love	MES (M-G-M) , My Love"		9					11.			5		8
17B	"The Vel	HALTER-RENE (vet Glove"		١	11.1	6		1			1		8	8
19A	"Hey Joe						10	man a form man		8		10		5
19B ,	RAY_AN' "Dragnet"	THONY Capitol	diament the g				8				9			5
FIVE		GLENN MILLER Limited Edition Victor LPT 6700	MUSIC FOR LOVERS ONLY Jackie Gleoson Capitol 11 352	Go	ZEN E rdon Dec ED S	Jonkir Ca	-	Alfred	4 HE RO d Ne Dece	wman il		ibera Col	5 PTOS YOU ce-We luan bi	ston ia

17G IN PORTLAND DATE

The Civic Auditorium busted its seams last Sat, nite '14) when Liberace broke all records for transient attractions for a one-niter or otherwise. He scored a sizzling \$17.200 for All Star Attractions', first, properties, deal.

sizzling \$17,200 for All Star Attractions' first promotion deal.
Marly Foster's outfit placed an opening ad three weeks in advance and were sold out two weeks before the 88er appeared. When the 3,400 seats in the Auditorium were gone, 800 wing seats went, and then Foster got permission to put 900 bleacher seats on the stage.

The SRO sign kept thousands more away. Eight fireman and 20 police officers were on duty during the concert due to the overflowing crowd. House was scaled

New Silver-Hoffman Team Spot Songs With Pincus

Portland, Ore., Nov. 17.

Harmonic Cum Laude LIBERACE'S WHAMMO

Philadelphia, Nav. 17.
Recent click of harmonica records has led Granolf School of Music to add harmonica course to its curriculum.
The course will be given by Roland Pugliese, of the Juillard School, N. Y. Instruction in harmonica is first ever instituted by major music school here.

Cap's Europe Execs Powwow in Paris

Capitol Records European reps converged here last week for a general powwow with diskery's top brass from the States. Meet was headed up by Cap prexy Glenn E. Wallichs, who has been touring the Continent with Alan Livingston, artists & repertoire chief; S. A. Porges, international head, and Ernest Krebs of the in-ternational department. Cap called the meet for a social get-together since most of the reps had never met the brass from America. Cap men moved in from Eng-

Cap men moved in from Eng-land, Belgiuth, Holland, West Ger-many, Switzerland, Austria, Den-mark and Sweden. Wallichs is heading back to New York in about 10 days, Livingston pre-cedes by a week.

Spot Songs With Pincus
Abner Silver and Al Hoffman
have teamed up as a songsmithing
combo and have placed a flock of
new songs with George Pincus Musle, new outfit 'formed by longtime
prof, mgr. for Shapiro-Bernstein,
and other publishers. "Native
Dancer" is their first disking, a
Rusty Draper platter on Mercury,
and they have several others cut,
but until the a&r men give them
the greenlight Silver & Hoffman,
ape keeping the titles under wraps.
Team 'also placed some of their
new crop of songs with Joy Music.
Silver just got out of Mt. Sinai

'MOULIN ROUGE' TOPS SMORGASBORD LISTS

SMOKGASBURD LISTS
Stockholm, Nov. 10.

"The Song From Moulin Ronge"
tops the Swedish bestseller lists at
the present, according to reports
from 38 music and record dealers.
The time has become something of
record in pop music in Sweden
with not less than 30 record versions available here. Most sold
records of the tune is the American Percy Faith version, here on
Philips, and a Swedish version recorded by Thory Bernhards, also
on Plotips.
Second time in the Swedish list
is "Seven Lonely Days," followed

Second tune in the Syechsh list s "Seven Lonely Days," followed by "Limelight." The Swedish tune "Manskenskyssen" (The Moonlight Kiss) appears at fourth and there-after "I'm Walking Behind Yon," "April in Fortugal," "Vaya Con Dios," "Rote Rosen, Rote Lippen, Roter Wein" (Germant, "Choose Your Partner" and "Wonderful Co-penhagen." "Vaya Con Dios" was released

"Vaya Con Dins" was released here in middle of October, but im-mediately became a success. The time has 14 different recording versions available, and more to

Zip Tees in Rochester

'White Xmas' Tops **Seasonal Entries** In Sheet Sales

living Berlin's 'White C mas," the perennial seasonal fave, is against leading the sheet music bestseller lists in initial sales reactions from the country's jobbers and retailers. Latter are stocking up on Xmas times earlier this year than last, even, though none of the disk jockeys is spinning the holi-day minibers until atter Thanksgiving Day.

giving Day.

The No. 2 song at this point is "Rudelph the Red Nosed Reinder," now in its fifth year, with "I saw Momny Kessing Santa Claus," last year's top phenom, in the trey slot, "I Want a Hippopotamis for Christmas" is the only new entry to make a dent thus far, nestling in the No. 4 berth.

The rest of the Xinas times are also oldies, in order of their copy sales standing they are "Winter Wonderland," "Frosty the Snowman," "Santa Claus Is Coming to Town," "Silver Bells," "Here Comes Santa Claus" and "Blue Christmas."

Pub Pressures Victor Via Brit. Version Of Shelved Fisher Side

Eddie Fisher's etching of "A Fool Was F" began hitting the disk, jockey turntables last week, although RCA Victor has never released the side in the U. S. The deelays are spinning Fisher's HMV (Victor affiliate in England) release which is being distributed by tune's publisher Juggy Gayles as a way of getting a U.S. issue.

of getting a U. S. issue.

"Fool" was cut by Fisher last spring under the aegis of Dave Mapp. then Victor's artists & repertore chief. It originally was slated for a back-to-back release with "With These Hands." However, Kapp's successor, Joe Carlon, Shelvel "Fool" and backed "Hands" with "When I Was Young," "Fool" is mated with Fisher's last year click, "Wish You Were Here" on the HMV disk, Waxing is beginning to step out in England and is eashing in on the London production of "Wish You Were Here," which is a West End click.

Victor hasn't yet made any plans for U. S. release of "Fool" In fact, diskery's hig promotional guns are now being leveled at Fisher's latest entry, "Oh Mein Pana"

Brit.'MU Chief Affirms U.S. Band Exchange Idea

London, Nov. 17.

Hopes that the 20-year ban on the interchange of musicians between Britain and America is coming to an end were strengthened in London last week following publication of a letter from Hardie cation of a letter from Bardie Bateliffe, general secretary of the Musicians' Union, to a member of the organization. In the letter, Bateliffe reaffirms that they have always been willing to approve band exchanges on a basis of approximate reciprocity, but if this could not be achieved the union was willing to discuss any scheme under which a limited number of foreign orchestras or musicians could be admitted:

The letter addressed to Douris

The letter, addressed to Dennis The letter, addressed to Dennis Matthews, says that if he or any-one else could arrange a meeting with responsible persons, he felt confident his executive would authorize attendance. Matthews is sponsor of a new firganization, the Visiting Orchestras. Appreciation Society, a non-profit making group with the object of bringing about the controlled entry into Britain of foreign orchestras and micrians with the cooperation of the union and the Ministry of Labor. Bows With Free Show Omaha, Nov. 17.

Omaha Concert Band, directed by John J. Matcha, made its bow John J. Matcha, made its bow John J. Matcha, made its bow Lore Program at Josyin Memorial.

Harry Fowler, manager of Aksar-Ben Coliseum Corp., who is backing the venture, plans one fore shifting operations to Ak-Sar-Ben Coliseum, where admission—100 Box Matcha, make its placed some of their first disking. Team also placed some of their first disking and they have several others cut. Three Suns, RCA Victor instrumental-vocal combo, will mark and Sweden. Wallnels is heading back to New York in about 10 days. Livingston precedes by a week.

With Two Xmas Numbers With Two Amas Numbers and Billy Hagen have launched their new BMI firm, and they have several others cut. Three Suns, RCA Victor instrumental-vocal combo, will mark and the Len Hawley Quartet for Rainhow Records.

Silver just got out of Mt. Sinal Box, Y. following two days, personal victor of the proposal prop

MCA's Wax Route To Sell Elgart

ing the wax route to promote the new Les Elgart orch. Percentary, which pacted Elgart last week, is mapping a hefty promotional push via the orch's diskings before sending it out on its initial road tour.

Orch is being launched on wax Orch is being launched on wax this week by Columbia Records. Initial release is a longplay album tagged "Sophisticated Swing." MCA is assigning close to 30 men around the country to audition the orch for ballroom operators and deejays via the waxing. A special coupling, culled from the album, of "Heart of My Heart" and "Geronimo," will be used for the promotion.

motion.

According to MCA brass, the band will be ready to hit the road in about three months. The booking accent will be placed on college dates. The Elgart promotion marks the first allout drive on a major band property undertaken by MCA in over two years.

Meatime, Elgart and manager Bill Simon are heading up to New England this week on a disk jockey promotion trek.

Sousa's D.C. Nod

Washington, Nov. 17.

Autographed scores of John
Philip Sousa, gift of the late composer's family, were unveiled for
public display yesterday at Library
of Congress ceremonies attended
by the March King's daughter and
Stanley Adams, ASCAP p. exy. The
U. S. Marine Band, which Sousa
brought to fame under his baton,
played some of composer's faves.
Among latter was "Stars and
Stripes Forever," manuscript of
which was recently added to the
Sousa collection in the Government
library.
Radio, TV and newspects

RETAIL SHEET BEST SELLERS

DuMont

Co.

VARIETY

Survey of retail sheet music sales based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week. + ASCAP † BMI

12

	nal ing	•	York, MI	delphia,	n, Mosher	go, Carl	ster, Nei	ouis, St.	Antonio, A	le, Capito	it, Grinne	s City, J.	eapolis, S	ingeles, F	I
nis k.	Last wk.	Title and Publisher	New	Phila	Boston	Chica	Rochester,	St. L	San A	Seattle,	Detro	Kans	Minn	Los	T S
	1 '	*Vaya Con Dios (Ardmore)	1	1	2	1	3	2	1	1	3	- 2	10	1	104
	2	†You, You, You (Mellin)	2	2	7	2	4	1	2	2	2	1		2	94
	3	*Ebb Tide (Robbins)	4	5	1	3		3	3	3	9	4	2	3	81
	6	†Many Times (Broadcast)	9	3	. 9	5	6	6	6		4	5		4	53
,	9 ,	*Rags to Riches (Saunders)	3	6	8		1	8	10	4		7	3		49
;	4	Crying in the Chapel (Valley)	7	10				5	5	6	6	3		6	40
1	5	*Oh! (Feist)		8		8		4	4		1	6			35
3	6	*No Other Love (Williamson)		4,0	3	4		7	8		5	٠.		5	34
)	13	*Ricochet (Sheldon)	6	9			2			8			4		26
)	10	Mission of St. Augustine (Rep.)	5	7		9	8			9			6		22
1	12	†Eh Cumpari (Rosarch)		٠.	5					5			5	8	21
2A	10	*Dragnet (Alamo)					7		7	7		8	,.	10	16
2B	14	*I See the Moon (Plymouth)			10	6	5			'		1	7		16
1	8	*I'm Walking Behind You (Leeds).					٠.	9	9		7	10		9	11
5	1.1.	*My Love, My Love (Meridian)			4									7	11

sumed dinner dancing policy in again. sumed dinner dancing policy in the Georgian Room with Bob Harvey's 10-piece orchestra holding forth in the room Friday and Satturday, and Harvey as a single and Harvey as a single

Dinner Dance Policy Back | De added too, and that entertain-In Seattle Georgian Room

Seattle, Nov. 17.

Olympic Hotel here has re
Olympic Hotel here has re
Seattle, Nov. 17.

Olympic Hotel here has re
Olympic Hotel here has re-

Horary.

Radio, TV and newsreels covered the ceremonies in L of C's "Great Hall."

Addition of dinner-dancing at the hotel makes total of seven the ceremonies in L of C's "Great Hall."

Addition of dinner-dancing at the hotel makes total of seven the seven to the hotel makes total of seven the hotel makes tot

Acad Names Green

Music Mus.

Hollywood, Nov. 17.

Charles Brackett, prexy of the Academy of Motion Picture Arts and Sciences, announced the ap-pointment of Johnny Green of Metro as chairman of the Acad-emy's musical branch.

Serving with Green on the committee will be Sammy Cahn, George Duning, Herschel B. Gilbert, Ray Heindorf, Edward Powell, Leith Stevens, Morris Stoloff, Dimitri Tiomkin, Ned Washington and

AFM Boosting Miami Scales

Following a nine-month investigation into affairs of Miami local by American Federation of Musi-

by American Federation of Musicions, a directive was received here this week ordering changes in area wage scales as applied to leaders and also revisions in certain classes for sidemen. Local members are to vote on the changes at meetings tomorrow (18) and Thursday.

Harry Steeper, national treasurer of the AFM, who conducted the investigation, will attend the meetings and speak on the ordered investigation, will attend the meetings and speak on the ordered increases for sidemen playing three, hour jobs in class AA, from \$90 to \$100; Class A, \$80 to \$90; class B, \$70 to \$80. However, overtime will be reduced from \$35 to \$20 for one hour across the board.

Most seriously affected by the

for one hour across the board.

Most seriously affected by the edict will be batoneers, who have been getting double the salary of a sideman. New structure calls for trio leaders to be reduced to 20°°C; up to six men to 50°C; six to nine men to 75°C and for 10 or more, 100°C. With it the practice of musicians acting as bookers—current with several members in the area, who control some top spots—has been eliminated with ruling calling for booking unit only when they play with the band. Also added was loyalty pledge to be signal by all members.

Expected that directive will be

Expected that directive will be voted on favorably, although there's plenty of politicking going on by those most affected by the

Raine-Gayle's BMI Firm

Songstress Lorry Raine and her husband-manager, Tim Gayle, have set up a BMI publishing firm, Wonderful Songs.

Firm is currently exploiting a tune, "I'm in Love With a Guy," cleffed by Millicent Miethe and cut by Miss Raine for Kem Records.

... From VENEZUELA!

SOUTH AMERICA'S LEADING RECORDING STAR

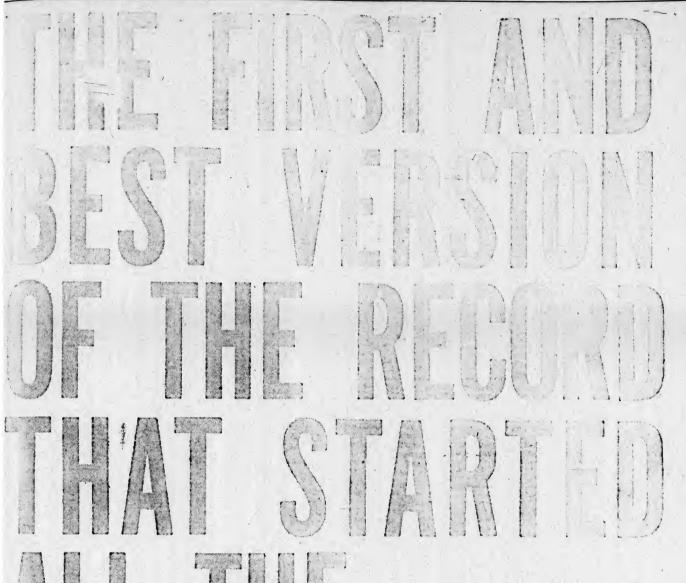
ALFREDO SADEL

TV and RADIO ESTACION CARACAS Caracas, Venezuela

RCA VICTOR RECORDS

The Foremost South American Singer of Songs of Romance

Personal Management CASS FRANKLIN LOU WALTERS ENTERPRISES, INC. 1576 Broadway, N. Y. CO 5-1091



Densh Shores

Dinah Shore's CHANGING PARTNERS

coupled with THINK

with HUGO WINTERHALTER'S Orchestra and Chorus

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SALES GROW WHEN YOU GO 45



Don't 'Write Down,' Mercer Warns Cleffers: Tricks Can't Hide Bad Tune

High fidelity techniques and re-cording ginnicks can't cover up a lowgrade time. That's the opinion of timesmith Johnny Mercer, who believes the majority of the cur-cent songsmithing crop are out for the fast buck via wax weirdies in stead of writing solid material that'll hold up in years to come.

Mercer recognizes the problems the young writers; and realizes Mercer recognizes the problems of the vours writers and realizes the difficulties of getting times on wax, but he eliminates getting times on wax, but he eliminates that they hould stiek to their principles and their gars and han turning out their best efforts instead of trying to "write down" he win mass appeal. Too many writers, he claims, are counting out diskers' interpretation and recognized to their inness into the hit brachets. It's a bad theory, he ait'ed, because the writers are contributing little to American music and their some will be for all in after the platter is, taken out of the jukehoxes and off the disk jorkeys' turntables.

It's Mercer's belief that the

off the disk jorkeys' turntables. It's Mercer's belief that the breakthworth of such "good" tures as "Monlin Ronge," "Limelight" and "Ebb Tide" is one of the best things that could have happened to the industry. It proves to the ridustry that there's a market for opdrawer material, he claims, and they'll set their standards higher. Surring He'ns.

Singing He'ps

Saging He'ps

Mercer, one of the few performing-writers around today the's got a weekly Saturday night show on CBS-Radio, thinks that ie's an important asset for writers to know how to sing. He helieves that ine-pedding is made easier when a writer can belt out his song to a publisher or diskery exec. Being able to give your song the right rendition gets it off to a good start, he adds.

he adds.

Saddest phase of current poptrend, according to Mercer, is that no new writers have been able to build the kind of excitement that the Kerns, Gershwins, Berlins, Porters and Rodgerses created in their runns sangarithing days. It's their young songsmithing days. It's a sad commentary, he states, that the public doesn't know, or even care about, the writers of the cur-

rent pops.

Mercer's in New York for the next two weeks and plans a couple of TV guest stints. He'll tape his radio show in Gotham. It ordinarily originates from the Coast.

Hexed By Wayne

Hexed By Wayne
Tunesmith Bernie Wayne
and the U. of Richmond (Va.)
have discovered that it takes
more than a fighting football
song to win a grid game. The
univer ity adopted Wayne's
time, "Win! Win!" as, itsofficial tootball song, and invited the composer to the cantpus last Freday (13) to receive
a special plaque.
The following afternoon the
Richmond cleven was swamped
by William & Mary 20-0.

GRADE AGENCY GRABS VALENTINE FOR VAUDE

London, Nov. 10.

Big scramble to get his signatore ended last week when singer Dickie Valentine signed up with Lew & Leslie Grade for vande

Lew & Leslie Grade for vande dates.

Valentine, biggest solo bet in British entertainment today, has been singing with the Ted Heath orch for four and a half years. His contract as a band singer ends next March, and a battle to sten up has been raging among all the big agents and promoters. Heath remains his sole representative, and has been considering big offers for the young man whom he found as a theatre pageboy and made into a star.

He celebrated his 24th birthday

He celebrated his 24th birthday last week and he is already re-hearsing an act that will include his singing of ballad-type pops

his singing of ballad-type pops plus his impersonations of Ameri-can singing stars. Heath has picked a new band singer to take Valentine's place next March, but is keeping his identities a mystery a mystery

Name Band Draw Reopens Ogden's White City Terp

Ogden White Lity 1erp
Ogden, Utah, Nov. 17.
Success of playing top name
bands for one and two nighters at
Lagoon, nearby summer resort,
prompted manager Bob Freed to
reopen the White City Ballroom
Summer biz was topped with
Spike Jones playing to a sock twoday total of 5.978 admissions. Ray
Anthony pulled in the biggest
crowd ever with 3.400 paid for a
Saturday night. His two-day total
was 5.300. Other clicks were two
appearances of the Dorsey Bros.,
Joni James, Tex Bencke and Jerry
Gray.

LEA NAMED BY DECCA TO DIRECTORS BOARD

Decca Records enlarged its board of directors recently with the naming of Robert W. Lea to the op corporation body. Lea, a former president of Johns-Manville Corp. is a director and exec committee member of Olin Industries, a member of the board of managers of Delaware, Lackawanna & Western R.R., and director for several other hig industrial com-Western R.R., and director for several other big industrial com-

panies.

Decca's board also includes Milton R. Rackmil, prexy; Leonard W. Schneider, exce vice-prexy; Major G. L. Lloyd, Harold I. Thorp and Samuel H. Vallance.

Webster Expanding Into Binaurals With New Set

Webster-Chicago Corp. has moved into the binaural or three-dimensional sound field with a portable tape recorder featuring three speakers. Multiple speaker system, which is being used in various plonographs currently, is designed to disperse the sound to eliminate the effect of a central sound

Webeor, a division of W-C, is currently producing about 40% of all tape recorders being made, ac-cording to figures of the Armour Research Foundation, which li-censes tape recorder manufac-

Band Review

JIMMY WILCOX ORCH (9) Concho Room, Phoenix

Decision of the Concho Room management to jettison its nameband policy in favor of a house combo has brought in Jimmy Wilcox and his orchestra for a long haul, at least until spring. New policy also calls for room to show case name acts during peak of tourist season, with bow-in scheduled for January.

uted for January.
Wilcox is wellknown in these parts, having played in most of the better spots around town, and has come up with a nine-plece journeyman band that fits the bill. Lineup includes three reeds, three brass, bass, piano and drums.

bass, piano and drums.

Style follows the usual hotel orch pattern, with accent on the rhythms and reeds and a plentiude of sweet stuff to bring the hoofologists out on the floor. To vary the beat, combo comes up with an occasional crisp Latune set. Easy pace serves as an invitation to dance and also makes for tuneful listening during the long dinner stretch. dinner stretch.

Arrangements are par for outfit of this type and selections reflect diversified blend of the past and present. All in all, a smooth combo.

Jona.

Soph's 50th Anni Discography

ler, was issued in May, 1910. It is her cylinders at one engagement.

Dealyable not because the releases Probably not, because the releases were scattered over the next year or so. She showed up again in September with "That Lovin' Two-Step Man," by Percy Wenrich. The Mama's photo adorned the

cover of the December, 1910, Edison supplement, and on the insidethere was a brief personality sketch that would apply equally

"On the vaudeville stage, where she is a prime favorite, Miss Tucker has made a tremendous success with 'rag' songs and in a very brief period. She has a most agreeable voice, strong and deep, and a delightfully clear enunciation. Add to that a distinctive style of her own, an attractive personality and a never-failing buoyancy of spirit and you have the secret of Sophie Tuck-er's popularity. Every individual in the audience is her friend di-rectly she flashes upon their view with her merry shout of greeting."

with her merry shout of greeting."

Sophie's records that month were "Phoebe Jane" (Theodore Morse) and the already mentioned "Reuben Rag," by De Pierce, Young and Norman. In May, 1911. she came through with "That Lovin" Soul Kiss" (Ed Edwards) and in June with her first waxing or her never to be forgotten trade mark. Shelton Brooks' "Some of These Days." July brought "Missouri Joe." "Harry Von Tilzer's big comic hit."

That accounts for seven Edison

That accounts for seven Edison titles. Presumably the other three also were issued, but a casual check has not found them.

Okeh in 1922

Okeh in 1922

Sophic seems not to have done any more record work during the next decade, but by 1922 was singing for Okeh records, issued by the General Phonograph Corp. which had on its staff such recording experts as Charles Hibbard, Fred Hager and Justus Ringleben. They got some excellent acoustic impressions of the great lady's booming tones in such numbers as "Aggravatin" Papa" and "You Got to See Mama Ev'ry Night."

The Mana made a Columbia ap-

to See Mama Ev'ry Night."

The Mama made a Columbia appearance in 1926 when she sang the chorus of "Some of These Days" in a fox-trot rendition by Ted Lewis' Band. Okeh by that time had come under Columbia control, and Sophie appeared in electric recordings on the Okeh label. A typical example was "Fifty Million Frenchmen Can't Be Wrong" and "One Sweet Letter from You." Not only was Ted Shapiro at the piano, but the accompaniment also included Mift to the Market Summer Haley at the urgings of Bob Gee, a Little Rock, Ark. DeMolay. It's in the pop vein with music by a proup from the Los Angeles Philipharmonic. Song is being issued in sheet form at the same time as it is being made available on 78 and 45 rpm platters.

Song is not available as yet in the proposition of the Grand Council of the order, which headquarters here.

His Five Pennies in disguise.

A co 'ple of years later (ne Heroine was belting them out her Victor. Her repertoire included I Don't Want to Get Thin' by her special material writers. Jack Ye. len and Milton Ager, "That's What I Call Sweet Music," "Im Dong What I'm Doing for Love" and "Feathering a Nest for a Lative Bluebird." Shapiro again did his honors at the keyboard. In 4 Don't Want to Get Thin' she carries on a lively bout of badinare with the impudent Teddy and announces her unswervable determination to stay lefty.

During the depression years after 1929, the platter biz went to pot, and Sophie doesn't seem to have been among those turning disks out for a handful of huyers But in the late 1930's, the lady hy that time bearing the familiar "Last of the Red Hot Mamas" tag, recorded for Decea four characteristic numbers — "The Lady is a Tramp," "Life Begins at Forty." "No One Man is Ever Going to Worry Me" and—natch!—"Some of These Days."

Later, Decca issued an album of songs written for Soph by Jack Yellen and Dan Daugherty. Widdishe Momme." and ends with "No One Man is Ever Going to Worry Me" and—natch!—"Some of These Days."

Later, Decca issued an arbum of songs written for Soph by Jack Yellen and Dan Daugherty. Widdishe Momme." and ends with "No One Man is Ever Going to Worry Me" at wo-part version of "My Yiddishe Momme." and ends with "No One Man is Ever Going to Worry Me" and—recently, as already said, Miss Tucker has been in the Mercury fold. It certainly is something for a lady to be represented on all control of the property of the plant of t

Miss Tucker has been in the Mercury fold. It certainly is something for a lady to be represented on all sorts of records—cylinders and disks, mechanical and electrical—and still be doing well for the platter purveyors 43 years after she demanded her first thousand skins in advance.

'Sweetheart of DeMolay' Disk Prepped for D.J.'s

Kansas City, Nov. 17.
Order of DeMolay is preparing to circulate disk jockeys nationally with its new theme song, "Sweet-heart of DeMolay." Recording on the Stonehaven label recently was completed in Hollywood with Bob Hayward doing the vocal.

Hayward doing the vocal.

Song was written by Carol Saunders and Mrs. Frances Summer Haley at the urgings of Bob Gee, a Little Rock, Ark., DeMolay. It's in the pop vein with music by a group from the Los Angeles Philarmonic. Song is being issued in sheet form at the same time as it is being wade available on 78 and 45





TONY BENNETT's Newest and Greatest!

WHY DOES IT HAVE TO BE ME?



On The Upbeat

New York

New York

Al Martino currently at Chubley's, Camden, N. J. Karen
Chandter into the Gay Haven, Detroit, Nov. 23 Danny Sutton,
RCA Victor crooner, began a twoweek engagement at Ben Malsak's
Town and Country Club, Brooklyn,
yesterday (Tites.) George
Treadwell inked Earl (Fatha)
Hines to a personal management
pact Tommy Reynolds orch
began an eight-week engagement
at the Roseland Ballroon last Friday (13 Richard Hayman,
Mercury Records, pop artists &
nepertoric chief in the east guesting on DuMont's "Guide Right"
show today (Wed.) Joni James
booked into the State Theatre,
Hartford, Nov. 21-22 Southern
Music staffers Irving Deutch,
Lucky Carle and Bob Gilmore
leave for Nashville tomorrow
(Thurs.) to meet pub topper Ralph
S. Peer tor the WSM festivities.

Chicago

Chicago
Buddy De Franco Quartet to
Streamliner, Chi, for six weeks
starting Nov. 24, with Don Shirley
and Johnny Pate staying on .
Frank York, maestro in Porterlouse Room of Sherman Hotel,
playing club dates as violin solo
Mary Francis Kineaid keyboarding on indefinite contract at
Caribbean Room of Hyde Park
Hotel .. Tommy Reed orch into
Fox Theatre, St. Louis, Nov. 17
for a week, following with six
frames at Statler Hotel, Butfalo,
N.Y. beginning Nov. 26 . Chisanthored "That's Humility" etched
on two sides of Spin label in both
swing and Calypso versions, with
Lyle Smith orch, Earl Gaines and
Humilitarians and Jay Goreed on
swing side and Big Joy playing the
flip . Eddie Barnes pegged for
single week at Jaguar Club, beginning Dec. 4 . Ann Gilbert and
Dave Bell Trio currently indefinite

REFORM BMI

"A FAIR DEAL FOR ALL COMPOSERS & PUBLISHERS"

WRITE

BARNEY YOUNG

CAMPAIGN HEADQUARTERS

1650 BROADWAY NEW YORK, N. Y. at Beritz Lounge . Chuck Foster returns to Aragon Ballroom Nov. 24 until Dec. 20 . Jerry Gray set for Ambassador, L.A., Nov. 18-bec. 22 . . Sarah Yaughan, just signed by Mercury Records, will cut sides on termination of her tour with Nat (King) Cole, Rasph-Marterie and Illinois Jacquet.

London

London

Johnny Dankworth, top-ranking alto-sax player and leader of his own Seven combo, has formed a 27-piece orch, which has debuted successfully on one-niters round the provinces, It made its London debut at the Royal Albert Hali Sanday (15). Mantovani booked for series of concerts in Midlands and north of England, prior to Christmas tour of Germany. Santiago, who lett the Bagatelle a few months back, will take his combo into the Astor nitery Jan. 4. Bill McGuffle, star pianist with the BBC Show Band, has been offered a regular spot on the Dennis Day TV programs. Doubts if he can accept, owing to heavy commitments here 26-year-old sax-player Harry Benee forming his own 14-piece combo. A British record of "Answer Me," sung by David Whitfield on Decca. topped the list of bestselling disks in Britain last week. Frankle Laine's version of the same time was second.

Pittsburgh

Pittsburgh
Luls Morales combo, which finished up a long run at the Carnival Lounge recently, has moved back into the downtown area again for a stay at the Monte Carlo.
Tommy Turk and the Deuces Wildhave added a girl singer at the Miday, Nikil Dec. Ruby Young's Trio into town's newest lounge, the Hurricane. Lärry Faith and his band have had their option picked up at Greater Pittsburgh Airport's Horizon Room. Art Farrar, out of action for nearly a year, has reorganized his orch and is now playing the Wednesday night dances at the Penn-Shady Ballroom. Rony Sporny, 15-year-old clarinet player getting some TV attention here, is the son of Chet Sporny, ex-Baron Elliott clarinetist mow teaching music at the Aliquippa H. S.

Jimmy Spaniel outfit into the Chrone Room of the Penn-Albert Hotel for a few weeks. Dona Schafer, making her acting debut at Playhouse in "Two On An Island." is the daughter of Jose Schafer, pianist and bandleader.

at Playhouse in "Two On An Island." is the daughter of Joe Schafer, pianist and bandleader,

Kansas City

Kansas City

Ted Lewis with 6-rch sel for show and dance in the Municipal Auditorium for the Musicipal Auditorium for the Missouri Republican Club Nov, 25... Woody Reman brings his crew to the Pla-Mor for a one-nighter Dec. 5... Eddie Clark has the Sunday night series of Jazznocraey concerts going again, this time in the New Town Hall Terrace Ballroom, pianist Herb Six getting featured billing current session. Gene Di-Bella is co-sponsor... Neil Shelton chirping in the Tropies of Hotel Phillips on a return engagement there ... Stan Kenton and troupe set by Associated Attractions for a concert in the KMBC TV Playhouse Dec. 5... Tiny Hill orch working one-nighters in Wisconsin, lowa and Illinois late in November before taking up a series of dates in this immediate area through Midland Attractions.

Dallas

Cell Block Seven, local Diviciand group on Columbia wax, opening their own Cell Block Club. Ted Lewis brings his show to Baker Hotel's Mural Room Nov. 30, following Patti Page. Nejla Ales opens Nov. 27 at Pappy's Showland. Colony Club gets comedians Andy Rice Jr. Dec. 1 and Dink Freeman Dec. 15... Joe E. Lewis' return date at Hotel Adolphus if return date at Hotel Adolphus in Jan. 22... Longhorn Ranch inked Sugar Ray Robinson show for Nov. 31, Stan Kenton orch for Jan. 26 and the Dorsey Bros. on April 13... Fort Worth's Lake Worth Casino, with a Saturday only opening, has signed Curley Brayles orch. Nov. 21; Dick Jurgens, Nov. 28; Henry King, Dec. 5, and Jack Teagarden, Dec. 12., Frances Langford dated for Houston's Shannock Hotel in February.

Omaha

Omaha

Muriel Lynne Quartette into
year of Hill Hotel. Santer-Finegan orch held forth at U. of Nebraska homecoming dance Saturday (14) in Lincoln... Armistice
Day dances played by Bobby
Downes orch at Schuyler's Oak
Ballroom; Klif Riggs orch at Tergytown Arena, Scottsblutf; Skeets
& Swiss Boys at King's, Norfolk;
and Six Fat Dutchmen at Dodge,
Neb., Auditorium... Little John
Beecher orch played Chadron's
Policemen's Ball Nov. 10, then onenighted at Lisco... Lisco also has
Bob Calamie orch set Nov. 26
Freddy Martin booked at Howells,
Neb., Ballroom Nov. 22 and at
Chadron Nov. 25... Bass Jan Gbur
followed date at Wayne, Neb., Nov.
11 with Nov. 13 concert at Joslyn
Aud, here.

Dot India Dagte There

Dot Indie Pacts Three To Bolster Roster

The indie Dot label bolstered its roster last week with the pacting of Jan Garber, Kenny Roberts and Dotty Dillard. Garber previously recorded for Capitol while Roberts and Miss Dillard are for-

Roberts and Miss Dillard are for-mer Coral pactees.

Meantime, Randy Wood, Dot prexy, was in New York over the past weekend with The Hilltop-pers for a showcasing on ABC-TV's "Orchid Award" Sunday (15). Wood headquarters in Knoxville, Tenn.

Own Tunes From Foreign Firms

filed suit in Superior Court against Halliburton Music, Vida Halliburton Woelz and Tony Iavello, demanding an accounting of the profits of the tune, "Rachel."

profits of the tune, "Rachel."

Plaintiff says she collaborated with lavello on the song, but is naming him in the action because he has refused to join her in the suit. She declares she contracted with Halliburton to publish the tune last Dec. 8 but has not received an accounting or royalties.

DECCA EXECS TAKE TO FIELD ON SALES HYPO

Decca Records exects are fanning out into the country this week on repertoire, sales and promotional activity. Milt Gabler, artists and repertoire topper, and Sid Goldberg, sales chief, are headed for Hollywood while Mike Conner, publicity head, and Paul Cohen, building age nowe word to Nash-

publicity head, and Paul Cohen, hillbilly a&r exec, went to Nash-ville, among other southern and midwest points. Conner and Cohen are repping Decca at the 28th anni shindig for WSM's "Grand Ole Opry" program over the weekend.

Col Packages 9 Shows Into High-Tab Medley

Columbia Records, which re-cently released the most expensive disk package to date with its \$100 Literary Series, has made another high-priced wax medley of nine showtune albums under the collec-tive title of "Front Row Center." Album is going for \$40 per.

Abum is going for \$40 per.

Each of the disks in this set was previously issued singly but they're-refurbished with new album jackets in the boxed sets. Shows included are "Pal Joey," "Girl Cray," "Oklahoma." "On Your Toes," "Anything Goes," "Porgy & Bess." "Roberta." "Babes In Arms" and "Band Wagon." Series was produced by Col's exec vice-prexy, Goddard Lieberson.

Larry Newton, Derby Records chief, returned to New York last week after a month's stay on the Coast for recording sessions with Frank DeVol.

Foreign publishers are become the source for orchestrations of U. S.-originated tunes. American pubs, for the past several years have been lying low on printing orchestrations on their new coprights until the tunes have become established hits, but in order to have some band or instrumental

have some band or instrumental versions on hand they've been busing copies from the overseas fires handling the tune.

Since the "live" rendition is still the primary plugging tactor abroad, firms there print up orchestrations on the same scale as the U. S. pubs did 20 years ago, Requests for orchestrations in the U. S. have fallen off to such an extent that the pub considers at a wasted effort to print anything but a hit.

but a hit.

However, many pubs feel that they can't let the "live" plug go by entirely, so they're increasingly buying up small amounts from their foreign sources to distribute cuffo here to bandleaders and performers. In assigning foreign rights to their tunes, many pubs now include a stipulation that they can purchase copies at 60% off.

Rising cost of putting out orches-

Rising cost of putting out orchestrations has been another factor in causing the U. S. pub to tighten his belt unless the song is a surefire seller. The firms find it cheaper to go overseas for orchestrations of their own tunes than to lay out coin for arranging, engraving and printing.



FOLKWAYS MUSIC PUBLISHERS, Inc.



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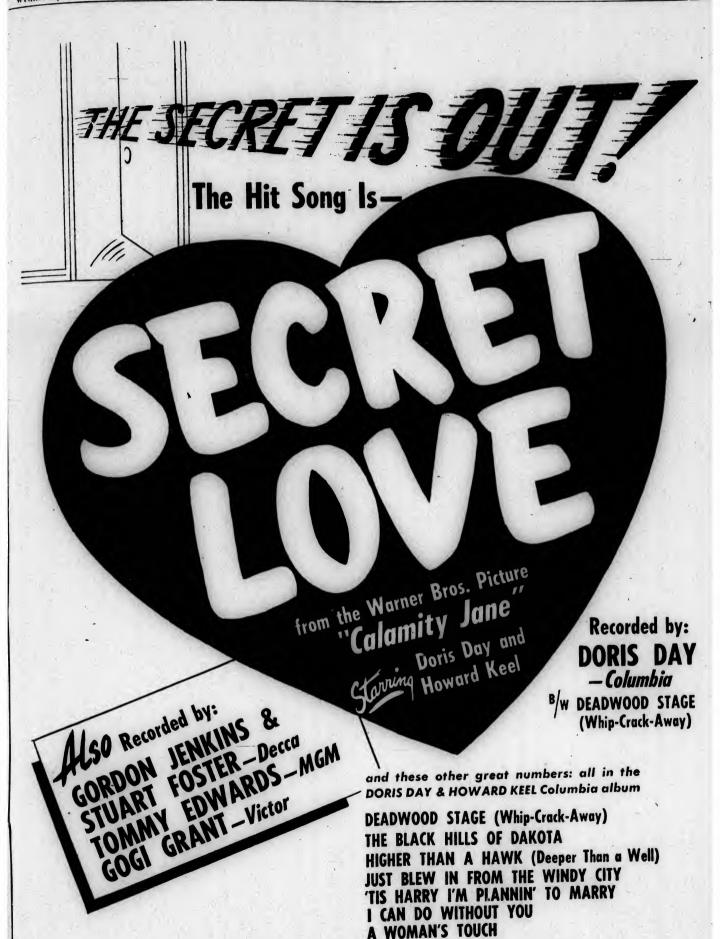
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Backed by ADESTE FIDELES 1280 (78 RPM) 45-1280 (45 RPM)







WARNER BROS. MUSIC DIVISION
REMICK MUSIC CORP.—488 Madison Avenue
New York 22, N. Y.

Inside Stuff—Music

Frank Conniff, N. Y. Journal-American columnist, recently touched off a dispute on the authenticity of record companies' gold disk awards to artists selling 1,000,000 disks. Conniff singled out Capitol Records' recent accolade to Jackie Gleason for his skepticism. Columnist turned over his Monday (16) space to Gleason for a rebut, the comic insisting that he did sell 1,000,000.

Fact is that Capitol's gold platter award is based on the aggregate ract is that capitol's gold platter award is based of the aggregate sales of all of the artist's releases. Other companies present the golden disk when a single platter hits the 1,000,000 mark. In Cap's book, an all-over 1,000,000 sales count wins the artist's entrance into its "Milionaires Club." Incidentally, Jane Froman joined the Cap elite last nigh! (Tues.) on her CBS-TV show when she was presented with the gold biscuit, for her aggregate disk sales having hit the 1,000,000 biscuit mark

M-G-M Records and Trinity Music are tying up with NBC-TV to promote a new tune, "The Girl of Today." Diskery, publisher and the net are sponsoring a "Girl of Today" contest which'll include saturation plugging of the M-G-M waxing by Jimmy Leyden's Serenaders on NBC's tele outlets.

Contest, which tees off Nov. 23, will be a search for the typical "girl of today." The national finals will be held on the net's ayemer, "Today," Feb. 5. Any femme, single or married, between the age of 18 and 35 is eligible. NBC-TV has guaranteed a minimum of eight network announcements & week from Nov. 23 to Jan. 15. Each announcement will begin with an excerpt of the recording. Tune was written by Charles Grean and Norman Leyden.

Capitol Records is making up 1,000 special Jane Froman platters for distribution at the Variety Club of Washington when the thrush receives the org's 1953 award as the "outstanding personality in show business" Saturday (21). Cap also is throwing a cocktailery feteing Miss Froman for the Washington disk jockeys and press the preceding evening. The special disk will be a coupling of "With a Song in My Heart" and "Robe of Calvary."

"Dance of the Polevetski Maidens," from Alexander Borodin's opera, "Prince Igor," has gotten recurrent U. S. pop adaptations, the latest being "Stranger in Paradise," from the legit musical, "Kismet." A couple of years ago, a tune titled "Cynthia" was based on the same theme. Currently, Jan August has cut a similar pop side for Mercury Records with the direct title, "Prince Igor."

As part of its retail promotion campaign, RCA Victor is distributing a postcard-sized chart defining "What Is a Hit Record?", according to the sales barometer. Chart starts at the 100,000 sales marker with the comment, "starting to be hit"; 200,000 is called "at hit"; 350,000 is "a smash;" 750 is tabbed "probably go a million," and 1,000,000 is called—"one of the top records of the year."

Peter Potter, Coast disk jockey and emcce of the new platter audition show, "Juke Box Jury," on ABC-TV, asked last Saturday's (14) panel to rate a tune that's been on the market for over a year. It was Joni James' "Let There "Be Love," the first number she sliced after joining M-G-M Records. Tune was used as the title song for Miss James' new album, which may have caused the confusion.



and His Orchestra Play

TIPICA SERENADA

CAFE PAREE

RECORDS



..Disk Companies' Best Sellers ---;

	1.	VAYA CON DIOSL	es Paul-Mary Ford
		JOHNNY	
	2.	CHANGING PARTNERS	Kay Starr
		I'LL ALWAYS BE IN LOVE WITH YOU	
	3.	MAMA'S GONE, GOODBYE	Pee Wee Hunt
		CONEY ISLAND WASHBOARD	
y	4.	он:	Pee Wee Hunt
		SAN	
	5.		Dean Martin
		YOU'RE THE RIGHT ONE	
Ġ	C	OLUMBIA	
	1.1	ULUMDIA	
ė	1.	STRANGER IN PARADISE	Tony Bennett
		WHY DOES IT HAVE TO BE ME?	m D
ŀ	2.	RAGS TO RICHES	Tony Bennett
	2	HERE COMES THAT HEARTACHE AGAI	N Foun Lade
	3.		Pour Laus
١	1	I SHOULD HAVE TOLD YOU LONG AG	
	4.	NO STONE UNTURNED	Sammy Kaye
	5.		Limmy Boyd
	Э.	I SAID A PRAYER FOR SANTA CLAUS	Jilling Boya
			- P.
		DRAL	2
	1.		Teresa Brewer
		TOO YOUNG TO TANGO	II Dala Darmand
	2.	HEART OF MY HEART Corn	ell, Dale, Desmond
		I THINK I'LL FALL IN LOVE TODAY	Johny Dosmand
ì	3.	WOMAN	. Johny Desmond
9		BY THE RIVER SEINE BABY, BABY, BABY	Toresa Brewer
	4.	I GUESS IT WAS YOU ALL THE TIME	I eresa Diemer
	5.	YOU'RE ON TRIAL	Don Cornell

3.	I'M YEARNING
	ECCA
1.	STRANGER IN PARADISE Four Aces
	HEART OF MY HEART
2.	I'VE BEEN WAITING A LIFETIME Four Aces
	LAUGHING ON THE OUTSIDE
3.	TYPEWRITER Leroy Anderson
	THE GIRL IN SATIN
4.	RICOCHET Guy Lombardo
	THE BRIDGE OF SIGHS
5.	ARE YOU LOOKING FOR A SWEETHEART Kitty Kallen
	A LITTLE LIE
	NDON
L	NDON Small Charlefold

1.	EBB TIDE	Frank Chacksheld
	WALTZING BUGLE BOY	
2.	GOLDEN VIOLINS	Frank Chacksfield
	A GIRL CALLED LINDA	
3.	WE'LL GATHER LILACS	Mantovani
	MELBA WATZ	
4.	GUESSING	Dickie Valentine
	I SEE YOU AGAIN EVERY NIGHT	
5.	JAMAICAN RUMBA	, Mantovani
	SWEDISH RHAPSODY	
M	ERCURY	The Company
1.	CHANGING PARTNERS	Patti Page
	WHERE DID THE SNOWMAN GO	
2.	NATIVE DANCER	Rusty Draper
	LONESOME SONG	
	CTRINCE OF MY HEADT	Caulonde

	LUNESUME SUNG
3.	STRINGS OF MY HEART Gaylords
	MAMA-PAPA POLKA
4.	OFF SHORE Richard Hayman
	JOEY'S THEME
5.	HOME LOVIN' MAN Georgia Gibbs
	BRIDGE OF SIGHS
M	-G-M
1.	I'LL NEVER STAND IN YOUR WAYJoni James
	WHY CAN'T I
2.	MY LOVE, MY LOVEJoni James
	YOU'RE FOOLING SOMEONE
3.	CALLING YOU
	WHEN GOD COMES
4.	I FELL OUT OF A CHRISTMAS TREE Little Rita Faye

5.	HI-LILI HI-LO
R	CA VICTOR
1.	SANTA BABY Eartha Kitt
	UNDER THE BRIDGES OF PARIS
2.	A BABY CRIEDLou Monte
	ONE MOMENT MORE
3.	YOU, YOU, YOU
.*	ONCE UPON A TUNE

 PA-PAYA MAMA
 Perry Como

 YOU ALONE
 MANY TIMES

 JUST TO BE WITH YOU
 Eddie Fisher

Mrs. Glenn Miller

Continued from page 51

disk album from the film with a cover featuring the pic's stars (James Stewart and June Allyson), with a statement that the music was taken from the soundtrack performed by a studio or-chestra. Mrs. Miller contended that the latter orch was able to simulate the original band's sound very closely, because of the Miller arrangements which she furnished the stadio.

Judge Dineen further ruled that Universal was within its rights to assign to disk rights to Decca, since the album is to be used only since the album is to be used only for advertising purposes which were granted to it in the deal with Mrs. Miller for the film. Competi-tion with Victor's disks, he said, was not involved. RCA Victor re-cently packaged a \$25 "limited edi-tion" of Glenn Miller originals which so far has sold over 100,000 albums.

Indie Master Wins M-G-M Pact for Thrush O'Day

Pat O'Day is the latest instance of a thrush winning a major rec-ord company pact via a break-through of an independently-made master. Thrush was pacted last week by M-G-M Records.

Miss O'Day made her initial dent in the wax market a couple of months ago with "Dear John Letter," which she etched with "The Four Horsemen." M-G-M, incidentally, also released the master. She'll be coupled with "A Bird Flying North" and "Take Me Home" for Dec. 4 release.

AGVA-AFM

Continued from page 51

cians, but also even an appearance for the deejays in the studios. He says this is in retaliation for the jocks going into the business of promoting their own dances

Practice has been for the platterspinners hiring the hall, giving
themselves a lot of plugging on
their own radio programs, promising the appearance of stars currently in town and then hauling
out their own turntable to spin,
the disks for the dancers.

Davis claime theses.

the disks for the dancers.

Davis claims these teenage affairs to recorded music have cut down employment locally among live musicians, who might otherwise pick up an odd dance job now and then, and he says Local 60: is in no mood to cooperate with the jocks now that they've stepped out and beyond their studio provinces this way.

Deeiaws on the other hand inside

Deejays on the other hand insist these affairs are splendid record promotions for the artists, and that they're cashing in plenty too, Davis refuses to go along with this viewpoint, and now the jocks are plenty worried, since so much of their popularity is based on how many name personals they can deliver, not only on the outside but inside the studio as well.

Jocks & Jukes

Continued from page 52

of the classic theme, "Prince Igor." out of Alexander Borodin, is stand-out but its pop appeal is slim. Ruth Wallis; "Dear Mr. God-frey": "Say Hello to Joe" (Mon-

Ruth Wallis; "Dear Mr. Godfrey"-"Say Hello to Joe" (Mon-arch). Ruth Wallis, who's worked in the past as a "party" record etcher, is having a ball with the Godfrey-LaRosa to-do. She gives a hillbilly-flavored report of the yarn that's got some wry jibes and she should cash in while the story is simmering. Only trouble with the side is that the whole affair has become "dead" copy.

Going to Be Big THIS CHRISTMAS

"FREDDIE THE LITTLE FIR TREE"

Gene Autry Columbia #40092-#172 AMERICAN MUSIC, INC. 9109 Sunset Blvd.



The Typewriter

MILLS MUSIC, INC.

HEADING FOR THE TOP!

"LOVER COME BACK TO ME" NAT "KING" COLE Capitol 2610

> HARMS, INC. 488 Madison Avenue New York 22, N. Y.



Middle-Priced Acts Hard To Sell In Chicago Area; Untested Risks

Chicago, Nov. 17.

General lament of bookers and booking agencies in this territory is that middle-price acts are becoming too hard to sell. These are ferformers too good to be receiving less than \$2,000 per week, but at the same time not well enough known to merit better 20in. Most in this category are record names with a few hits to their credit and oldimers who may once have been topdrawer names but who since have fallen out of the splash.

From the club owners' stand-

topdrawer names but who since have fallen out of the splash. From the club owners' standmint, these acts constitute a definite risk, their drawing power being intested. Clubs that can afford the highest calibre act do not lesitate to book them when they're available, because there isn't the slighest doubt that they'll draw well. Cafes may lose money on these acts, but they stand as good a chance to make a bundle since this class brings out the spenders. And bonifaces are ready to write it off as a freak if high-priced talent fails.

When lesser names are to be headlined, bookers say some owners prefer those in the \$750 to \$1,000 range, expecting them to \$1,000 range, expecting them to claw as well or as badly as attractions in the \$2,000 to \$4,000 range with less of an investment at stake. Low budget talent isn't expected to cram the houses and no goodwill is lost with the bookers if it doesn't. Moreover, cafes don't often lose money on headliners in this bracket.

Some Territory Open

Some Territory Open

Some Territory Open

The problem is accentuated in a ratery like the Chez Paree here, which has been playing top names traditionally and has set a fairly high standard for itself as a result. Chez uses hardly-knowns when nothing better is on hand at the time, as long as the acts keep them out of a make-or-break situation, as cheaper acts will do. It's the "luxury" acts they're reluctant about, and it's these that have caused them worry in the past.

Certain rooms in smaller towns, especially those bistros that have

especially those bistros that have no particular competition, might survive with more or less regular we of mid-priced talent, but even these cannot afford to make a

these cannot afford to make a Joliey of them.

Still, bookers here have found certain territories opportune for just this kind of act. A strong trend is reported for middle-priced singers in Ohio and the area thereabouts, where record talent seems to be in demand. Certain niteries to Detroit, which previously had to be in demand. Certain niteries in Detroit, which previously had used standard vaude talent, now are buying record names and semi-lectord names almost exclusively for toplining.

L.I. NITERY TO TEST AGVA POWER IN COURT

Gene Seville, operator of the Casa Seville, Franklin Square, L. L. N. Y., has filed suit against the American Guild of Varlety Artists and Jackie Bright, union's president, charging damages, when union forbade acts to go into his pot because of his unwillingness to sign a contract. Cafe is now operating with musical acts.

This is the first suit filed against the union since Bright steeped into the presidency, for damages resulting from the fracas between nitery owners and the union. Scalle is asking \$13.400.

Union has been in the process of signing cafes to minimum basic dateements. Most major midtown spots lave been pacted. Long Island spots, Greenwich Village and 52d Street cafes are still to be staned.

'Grand Ole Op'ry' to Hit

Grand Ole Op'ry" is on its way to racking up an excellent \$19,000 for its current week at the Seville, Montreal. Outfit scored a fine \$17.500 in the previous week at the Casino, Toronto.

"Op'ry" is headed by Hank Show, with support coming from

AGVA Pamphlet Explains Welfare Trust Fund Setup

The American Guild of Variety Artists is mailing a pamphlet to its members, operators and booking offices explaining the operations of the AGVA Welfare Trust Fund. Booklet is in question-and-answer form and tells of the administration of the fund, conditions under which an entertainer is covered and benefits to be derived in case of injury.

Fund administrators are David Green-Bertell Fund administrators are David Katz, managing director of the Roxy Theatre, N. Y.; Nick Prounis, operator of the Versailles, N. Y., and Nat Abramson, head of the WOR Artists Bureau, representing the employers. Delegated as union reps are Rabbi Bernard Birstein, of the Actors' Temple; William F. Brunner, former congressman, and David Ferguson, executive secretary of the Jewish Theatrical Guild.

Martin Lever In **Bringing Chi Ops** Into AGVA Fold

Chicago, Nov. 17. Balking of Tony Martin to open at the Chez Paree last week evidently was the convincer for the dentity was the convincer for the night club to sign a minimum basic agreement with American Guild of Variety Artists, accord-ing to Ernie Fast, midwest AGVA Martin had been ordered by the union to cancel his three-week appearance at the nitery because like other clubs in this territory, it resisted the policies AGVA has been trying to enforce here. With the house sold out long In advance of Martin's opening night, the Chez complied with AGVA's de-mands on the eve of the singer's

bow.

In the face of Chi cafe owners' dispute with the union, seven other bistros here fell in line with AGVA's minimum wage ultimatum Al Greenfield, operating the Black Orchid; Billy Goldstein, Town Casino; Jean Fardulli, Blue Angel; Frank Holzfeind, Blue Note; John Annes, Randolph Square; Lou Nathan, 666 Club; and Milt Schwartz, of Preview Lounge, all pacted with AGVA last week.

Minimum basic agreement pro-

AGVA last week.

Minimum basic agreement provides for wages no lower than \$125 net per performer per week, and payment of roundtrip transportation by the bonifaces for acts receiving \$200 per week or less for engagements shorter than a fortnight, and for a six-day maximum work-week for acts in this class. Unwillingness of Calumet City cafes to respond to these and other items of the union's insistence has led AGVA to declare that city out-of-bounds. city out-of-bounds,

Femme Impersonators Conked in Pitt Raid

Pittsburgh, Nov. 17.

Female impersonators, who have remaie impersonators, who have had plush pickings along the local cate belt for last couple of years, are out in the Golden Triangle spots, for the time being anyway, the result of a police raid last week of a Northside party.

A group under Alan Carnahan, of the vice and narcotics squad, broke in on the get-together and arrested 12 people, eight of whom Solid 19G in Montreal and Ole Op'ry" is on its way king up an excellent \$19.000 a 17-year-old boy. State Liquor courrent week at the Seville, under 18 working where booze is sold.

Casino, Toronto.

"Op'ry" is headed by Hank Slow, with support coming from Slow, with support coming from Slow, with support coming from the U.S. and the Slow of the Water of

Charlie Williams

has written an amusing navelette about a pair of vaudevillians and a pair of hot shoes

Chase Music

a humorous editorial feature in the upcoming

48th Anniversary Number

VARIETY

End Boss Duet In Merc Artists

Green and Jack Bertell in the operation of Mercury Artists Corp. has been dissolved. Green will continue with the operation of MAC, while Bertell will go in for personal management and tele show peaks with the control of the contro

Bertell, who had been a personal manager until he tied up with Green, stated that he felt that agenting was now out of his line. Green repurchased Bertell's shares in the firm.

in the firm.

Split is amicable and Bertell will continue in the same suite of offices although a partition will be erected to separate both offices. Tieup between Green and Bertell had been in effect for about a year. Agency is among the largest of the indies. Both Green and Bertell emphasized that the percentery is in a solvent state and the hump that came when the office expanded its holdings had been overcome.

Philly's \$50-Per-Plate Brawl for Soph's Jubilee Pulls 45G for Charity

Philadelphia, Nov. 17.

More than 850 Philadelphians contributed \$45,000 to charity at the \$50-a-plate golden jubilee anniversary dinner honoring Sophie Tucker, at the Bellevue-Stratford, Sunday (15).

Sunday (15).

Sen. James H. Duff (R., Pa) headed the list of notables, and read a citation to Miss Tucker from Gen. James Van Fleet, former United Nations commander in Korae expressing "the gratitude of all those in the military on this great organics." great occasion.

great occasion."

John B. (Jack) Kelly was chairman of the affair, which presented a revue celebrating Miss Tucker's 50 years in show business. There were no speeches, just comedy, song and nostalgic bits tracing the guest of honor's long span as an entertainment world figure.

entertainment world figure.

Jack Carter acted as master of
ceremonies and on the dais and
taking part in the revue were
Jennie Goldstein, Smith and Dale,
Andrea Kasen, Hilda Simms, Euble
Blake, Arthur Tracy, Wendy Barrie, Jack Whiting, Eddie Miller,
Harland Dixon, Lillian Shaw,
Evelyn Brooks, Larry Adler, Lucy
Monroe, Elaine Malbin, Harry E.
Gould and James Sauter.

Toe Lawie Jr. Morton Sunshine

Joe Laurie, Jr., Morton Sunshine and John Effrat scripted the revue which was staged by Effrat, Joe Frasetto's Latin Casino orchestra set up the musical background.

Does Petrillo Tell Albee?

Joe Laurie Jr., doing a literary barnstorning pitch on behalf of his new book, "Vaudeville: Honkytonk to the

"Vaudeville: Honkytonk to the Palace," has been guesting around on sundry radio and TV interview shows. Among them last week was Henry Jerome's bandshow from the Hotel Edison, N. Y. Young maestro was smitten with Laurie's light comedy touches, as part of the interview, and in deadpan manner "advised" the veteran comedian turned author. Say, you're a pretty funny guy; did you ever try to be, a comie?"

AFM-AGVA Jurisdictional Fracas Puts Music Acts in 'No-Man's Land'

Mack Emcees Benefit At \$100 per Plate in K.C.

Kaneas City, Nov. 17.

Kaneas City, Nov. 17.

Ted Mack, the "Amateur Hour" emece, fiew in here Sunday to in c. the program at the \$100-per-plate dinner staged by the DeMolay Legion of Honor in its campaign to pay off a delit of \$35,000 on its Mother Chapter Temple, DeMolay took over Eddy's Restaurant, town's fanciest nite spot, on Sunday evening, when the spot ordinarily is closed.

Three Eddy Beathage

Three Eddy Brothers also lined

Three Eddy Brothers also lined up the floor show, including Betty Reilly and Bebe Allen & Barry Ashton from their current show, and Tony DiPardo's orch, the regular house crew.

Mack flew in here after doing his regular TV show in New York Saturday (14). Mack was here last June on behalf of the DeMolay Foundation, Inc., of which he is a member of the board of governors. About 300 persons attended the dinner.

Burley Unions Sign 1st Pact With Circuit

The Burlesque Artists Assn. signed its first circuit contract last week when it came to terms with the burley house union. Within a week, it's expected that the Hirst sister circuit, the Midwest chain, will also come under BBA control.

With the pacting of both chains, Tom Phillips, BAA executive scretary, will go after the other burlesque chains around the country, including the West Coast houses. Phillips declared that he'll put

including the West Coast houses. Phillips declared that he'll put these houses on the BAA mater these houses on the BAA mater list and will ask all performers to okay contracts with the nution before playing those theatres.

The Hirst and Midwest contracts, which will be identical, calls for a \$115 scale for principals; \$60 for chorus girls while on the road and \$50 for those playing in stock. Girls stepping out of line to do a specialty will get \$15 weekly extra, and femmes used in scenes will get an additional stipend of \$5 weekly. Midnight shows will be paid at the rate of 1/14 of their regular salary, and performers working in shows after 11 pm. will get an additional 1/20 of their salary. Scales in the contract will be retroactive to Ang. 29. BAA wanted to strike at the Empire, Newark, at that time, but agreement was reached which called for retroactive pay to that time when a settlement was reached.

The Hirst houses now under the contract are the Troe, Philadelphia; Lyrie, Allentown; Casino, Pittsburgh; Empire, Newark (Globe, Atlantic City, Hudson, Union City; Grand, St. Lonis, and the Roxy, Cleevland, Midwest circuit contract coning in during the next week will include, the Casino and Howard, Boston; Palace, Buffalo; Gaiety, Detroit; Folly, Kansas City; and the Gaiety, Baltimore. The Alvin, Minneapolls, until recently part of the Midwest web, is now a church, of all things. Contract is to run to May 31, 1955 and has a clause calling for a renegotiation period of 60 dass Also setting precedent in this pact is the provision for individual contract is to run to May 31, 1955 and has a clause calling for a renegotiation period of 60 dass Also setting precedent in this pact is the provision for individual contract was signed, there were only two houses that had contracts with BAA—the Rialto, Chicago, and the Adams, Newark, both operated by Harold Minsky.

Mother Kelly's Getting Name Change, Facelift

Mother Kelly's, Miami Beach, will open Dec. 26 as El Patio Spot Is being given a facelifting under direction of Franklin Highes. Talent, to be set by Ken Later out of New York, hasn't been booked as yet.

Acts that play a musical instru-ment as part of their turn are ex-pected to be in the "no man's land" shortly when the fight be-tween the American Federation of Musicians, and the American Guild of Variety Artists gets into bigh gear. AGVA on Oct. 29 noti-fied the AFM that it was giving notice that 60 days from that date, the AFM-AGVA pact would no longer be in effect "because of re-peated violations by the AFM." AGVA will go after every per-

AGVA will go after every performer who works on a vaude stage or a cate floor even if he's new an AFM member. It's expected that AGVA will make a pitch for harmonica players which it surrendered to the AFM, and for instrumental acts. Although, the performer union may not make a pitch for completely instrumental acts in the beginning, AGVA will make test cases with acts that use instrumentals during the course of their turn, but concentrate on either singing, dancing or comedy. For example, a singer who accompanies herself, will be claimed by AGVA, although most now belong to the AFM.

AGVA last week started prepared to the latter weeks and the performer in the test of their turn, but concentrate on either singing, dancing or comedy. For example, a singer who accompanies herself, will be claimed by AGVA, although most now belong to the AFM.

now belong to the AFM.

AGVA last week started preparation for its forthcoming battle with the AFM by notifying agencies that any attempts to put musical acts into spots now on the unfair list of this union will mean a loss of franchise. This step also puts agencies in the middle of their current dispute with some cate ops, and how homifaces will handle this situation hasn't been determined as yet.

Central point of the dispute is

determined as yet.

Central point of the dispute is an edict by AFM prexy James C. Fetrillo that musicians need not join any other union to obtain work in that field. This stepped onto the toes of AGVA, and other affiliates of the Associated Actors and Artistes of America. At that time AGVA gave in to Petrillo. This year, the American Federation of Television & Radio Artista announced its intention of fighting Petrillo on that edict, and case is now on its way in the courts.

Busgest sufferers during this

now on its way in the courts,

Busgest sufferers during this
fracas will be the acts who will be
faced with the prospect of offending one of the two embatted unions and many will find it difficult
to obtain work. An operator in
the middle of the fracas is bleely
to bypass any musical acts until
this jurisdictional dispute is settted.

Some broads are now being

tted.

Some Inroads are now being made by AGVA. For example, the Charlivels, now at the Latin Quater. N.Y., which had been an AFM act, also joined AGVA. How their case will be handled by the AFM may provide a prevue of the kind of fight the tooters outfit may put up to retain the members it now bear.

RICKARD BUYS OUT MACK IN BOOKING DUO SPLIT

Al Rickard & Bill Mack, who have been partnered in the opera-tion of a vaude booking office, dissolved the firm last week. Rick-ard bought out Mack for an undis-closed sum and will take over the

Partnership lasted five

Partnership lasted five years, Mack, a former performer, bought into the firm shortly after Hickard went into business for himself. Rickard had been with the late Arthur Pisher.

Although relationship wasn't as long-established as some of the vaude partnerships to, split is another indication of the plight of the indie hookers. There just wasn't enough to keep both bosy.

Urge AGVA Rep Get Protection Vs. 'Mob

Jackle Bright, president of the American Guild of Variety Artists has wired Gov. William G. Strat ton, of Illinois, urging that prope Guild of Variety Artists Gov. William G. Strat-nois, urging that proper on, of finnow, urging trust proper police protection be given Ernic Fast, AGVA midwest regional di-rector. Bright stated that the Guild's fight with operators of Calumet City's nitery owners has made him a target for mob ele-

mens.

Union has placed the entire city on its unfair list for failure to provide suitable working conditions for performers.

Hotel Plaza, N. Y.

tte Mars; Ted Straeter and Monte Orchs; \$2 and \$2.50

The Hilton chain's Merriel Abbott saw Colette Mars in Paris at Le Drap d'Or where VARIETY Mosk also pegged her last April as a good bet for America, if the Yanks were still on a Gallie kick. Both are right on all counts, Miss Mars is as Parisian as the Eiffel Mars Is as Parisian as the Effeit Tower and as appealing to the Yank customers as the Folies Ber-gere. Her charm falls in between the two extremes, in that she grows in andience values as she progresses, winding up with a solid click as a discuse who exacts as much from the romantic French lyrics as any top song delineator.

much from the romantic French lyrics as any top song delineator.

Personality and capability are undeniable, regardless of language, and thus she lends new values to such homegrown French ditties as Cole Porter's "C'est Magnifique" and "Allez-Vous En" ("Can-Can"), plus 'Padam," "Maladle d'Annour, 'the turn-of-the-century Vicnnese-type waltz song, "Tm In Love," "Blue Of Yonr Eyes," a pot-pourri of Franco American favorites, and the like However, she should scrap "Please" (magazines) as a now too-dated, one-joke novelty, no matter her charming delivery. She struggles fetchingly with her little English intros; sports an arresting femime chassis in a nifty Parisian creation, and has command of the floor all the way. She is a wide-eyed, above-average height brunet, in her 30s, who projects beaucoup class which should find mass appeal in general audiences. This her American debut, and she is a cinch for the chie boites and class hotel rooms, not to mention the vaudeos.

Ted Straeter's dansapators give her fine orchestral support, in addition to their usual smart "society" terp timestering; and that goes also for the crack Mark Monte Continentals, the band that spells Straeter.

Hotel Radisson, Mpls.

Hotel Radisson, Mpls.
Minneapolis, Nov. 14.
Russell Nype, Don McGrane
Orch (8); \$2.50 minimum,

In the hotel Flame Room, chichi Intimery, local cafe society has joined those elsewhere in putting an approval stamp on the Russell Associated the season of the regular visitors here. And on the occasion of this third engagement the collegiate looking and acting chap with the horn rimmed glasses and crew haircuit again glasses and crew haircuit again glasses and crew haircuit again spives his special individual vocal fall-point for the resolution of the special quality. Resultantly, who never looked better. Will.

the performer comes through with the usual high-flying colors to palm pounding and begoffs.

Shrewd routining of pace-changing numbers once more plays an important part in the Nype local success as the young man hits out, although with seemingly effortless case and with what has been called a certain "academic sexienss," through the medium of show hits, novelties and other sure-fire numbers mainly concerned with some aspects of love. However, more than anything else, perhaps, it's the infusion into the songs of his own disarmingly youthful but restrained good spirits that sets so well with customers, carrying over to them what unaffectedly seems like the performer's own fun. At show caught he scored particularly with "When I'm Not Near the Girl Love." "The Ugly Duckling" and "The Mermaid," not to mention some of his reprised "Call Me Madam" hit songs.

Don McGrane and his musicians back up in superb fashion and also provide topdrawer dance music for guest limb shakers. Rees.

Thunderbird, Las Vegas

Thunderbird. Las Vegas (FOLLOWUP)

Phil Foster and Ralph Curtis are additions to this Hal Braudis production which was assembled two weeks ago to spot Nejla Ates. First frames had Margaret Phelan, with the Marvels, and Shan-Varr. Latter two acts remain with Nejla Ates this display, which is a solid pleaser promising excellent biz. Phil Foster's way with the funny

Ates this display, which is a solid pleaser promising excellent biz.

Phil Foster's way with the funny gab is completely relaxed, but has sock end results. He includes too many whimsies about the casino and its grip upon his offstage moments, yet entire session comes off for many good yoks. Foster is never flustered by lack of response to some intended laugh-provokers. He keeps right on pitching easily until windup clincher where he inserts a novel musical button.

Ralph Curtis sells his initial Vegas songalog. Tenor has good presence and repertoire including, "I Love Everybody." "With These Hands," "My Blue Heaven." "The Thrill Is Gone." "S'Wonderful." "You'll Never Walk Alone." but milks for his return "There's No Tomorrow." Tendency to push too much volume in upper register often puts edgy quality in his pipes, and paramount endings paider a white. His accomper-teacher. Ethel Burns, is at the 88's lending sympathetic backgrounding.

Nella Ates continues to enthrall many tablers while attending to

Waldorf-Astoria, N. Y.
Edgar Bergen, Anita Gordon,
Nat Brandwynne and Mischa Borr
Orchs; cover \$1 to 10 p.m., \$2
thereafter; weekends, \$1.50-\$2.50.

Edgar Bergen is currently redeeming two weeks he has owed the Waldorf-Astoria for some time. In the process he is reminding New Yorkers that he remains one of the great masters of American humor. More than that, Bergen is a conscientious, meticulous artist. The "heads" of his assorted dummies are works of high craftsmanship. So much so that they practically rate program credit, although it has never been professional custom to give this type of credit. Interestingly, Bergen shuns the term ventriloquist and bills himself a "volce illusionist and bills himself a "volce illusionist Since his audience almost forgets that Charlie McCarthy, Mortimer Sperd and Podine Buffington are not real partners, this is illusion indeed!

not real partners, this is illusion indeed!

At the Empire Room, Bergen appears at 9:30 and 12:15 and employs goodlooking Anita Gordon to sing in the interludes, which she does ably. He works first with McCarthy, then Podine, then Snerd, ending up with McCarthy. He enters, as the geography of the room requires, from the outer foyer by the reservation stand. On his first performance last Thursday (12) he was surrounded by tables of CBS and J. Walter Thompson executives come to hail their boy. Bergen made one reference to "a radio network" but singled out John U. Reber of the Thompson ad agency for his daring 15 years ago in "putting a ventriloquist on the air."

The room was full and appreciations come for the computers of the computer of th

triloquist on the air."

The room was full and appreciative save for one unshushed dowager on the eastern flank who kept up a sibilant monolog of her own during much of Bergen's turn. Fortunately the laughter was rolling high and the dame, who presumably felt her own silly thoughts more important than the polished wit of the entertainer, did not rise to the status of a problem. But like a mosquito, you wanted to swat!

swat!

"I tried to get Truman on the phone but when I said McCarthy was calling, he hung up," was one opening quip in allusion to another current guest of the Waldorf, of General Douglas MacArthur, the saucy dummy cracked "he's fixing my typewriter!" Turning to Louella Parsons, at one of, the tables, and referring to Jimmy McLugh, Charlie smirked "Oh, you mad gir!"

For his final bit Bergen has

mad girl!"

For his final bit Bergen has
Charlie wheeled on atop an operating table. Miss Gordon has changed into nurse's white. This is the vestigial remnant of Bergen's classic routine, and still nursy. Historians of show busi-

ness will be intrigued to know that in a Variety New Act notice of June 20, 1926 the late Ed Barry of this staff described Edgar Ber-gen & Co. at the Palace, N. Y., as follows:

June 20, 1926 the late Ed Barry of this staff described Edgar Bergen & Co. at the Palace, N. Y., as follows:

"The mixed team are strolling through a parkway in opposite directions at the opening. Their attention is arrested by moaning sounds from a bench. Investigation reveals a boy dummy. He is ill and says he is a newsboy and an orphan. The couple take him to the man's office, who happens to be a physician. The change shows the operating room and a three-cornered comedy conversation anent the impending operation is carried on with the dummy allowed the usual laugh-getting wisecracks. The comedy is brisk throughout with an essence of romance tossed in at the finish with the couple becoming engaged and retaining the dummy for office boy. Neatly set and well manipulated, it clicked heavy here in the trey spot."

To coin a phrase, what a mighty oak has grown from that 1926 acorn, accent on the last syllable. Always smooth in the tradition of Pulace smoothness, Bergen today is at the height of his mature powers as an entertainer. His professionalism expresses itself in general neatness and attention to the methodology of his presentation, which he makes to seem singularly effortless and easy, although the tension of stepping in off the lobby of a big hotel into the centre of a mob of diners cannot be small. Especially striking is the leanness of his meaty comedy. There is almost no fill. It's all boff but best of all, and an integral part of the explanation, it's warmhearted and infectiously goodnatured. There isn't an aggressive or sadistic bone in this McCarthy's head. Here is a sharp and canny wit. Little explanation, it's warmhearted and infectiously goodnatured. There isn't an aggressive or sadistic bone in this McCarthy's head. Here is a lampened to once upon a time?"

Bergen's brief bit with the debutante dummy. Podine Buffington, never before seen by this reviewer, is a little gem of gentle satire. In fact, in a routine of some 40 minutes nothing was amiss except that the fiddle section messed up one segm

"Old Devil Moon."

The two regular contract orchestras at the Empire Room, Nat
Brandwynne and Mischa Borr, are,
of course, veteran aggregations.
Their dansapation is semi-continuous but seems to lack a clearlyrecognizable "policy" or "beat" as
at the Roosevelt, for example,
where Lombardo is now in his
24th straight winter. The waltz
tempo is on the stodgy side.

Land,

Shamrock, Houston

Houston Houston Nov. 11.

Lauritz Melchior, George Roth, William Chapman, Angelene Collins, Joe Sudy Orch; Lynn Burns, convert \$1.50-\$2.

william Chapman, Anguene Coilins, Jos Sudy Orch; Lynn Burns,
couvert \$1.50-\$2.

Cafe society and longhaired enthusiasts rubbed elbows in the
Emerald Room, Shamrock Hotel,
last night (10) and some of the
golden glitter and brass shed on
each with unusual results.

Lauritz Melchior, ex-Metropolitan Opera, more recently of pix,
radio and TV, won over a more
than critical audience with his personality and tenor voice.

Presenting an entirely different
type of show than is generally seen
hereabouts, Melchior had to overcome a bit of cool reception durting the first brace of numbers,
burning down resistance with what
he calls his "Musical Smorgasbord," Melchior gained full support for the company efforts after
the first few doubtful minutes.

The Great Dane proved top entertainment and with the capable
help of young baritone William
Graham and a cury dish in Texasborn Angelene Collins, doing soprano trills, knocked the collected
devotees and doubters for a loop.
George Roth, accompanist and
arranger for Melchior, guided the
show from the keyboard and let
loose with a couple of featured
piano spots and a duet with Miss
Collins.

The Shamrock engagement, at
present slated for two weeks, is
Melchior's third nightclub date and
while his show needs pepping up a
bit for club entertainment fare, it
proved a disconcerting bit of the
unusual and ringsiders liked it.

Melchior san selections from
"Show Boat" and other pop numbers, but when he swept into some
of the heavier Wagnerian numbers,
he was really at his best. The customers at it up and gave him and
the rest of the company a standing
ovation at the finale.

Although under the direction of
accompanist George Roth, Joe
Sudy's orch cut a good show, considering the unusualness of the
fare. The after-show dance sessions
were particularly highilighted by
the vocalizing of Lynn Burns.

Mocambo, Hollywood

Hollywood, Nov. 10.

Eartha Kitt, accompanied by
thur Siegel; Paul Hebert (7); Ray Trocke Trio; \$2 (7); Copening night, \$10).

The Eartha Kitt cult has been growing steadily on the Coast in the last few months, enhanced of course by commuting Coasters who have seen her work in the cast in "New Faces." Despite a ragged opening night performance, the two-week stint at the Mocambo as a cinch to provide socko business and add to her following.

Opening night difficulties were

and add to her following.

Opening night difficulties were based largely on a mike pitched olow that Miss Kitt's whispering, intimate delivery was frequently in the completely. What came through, however, established her definite, ly as a stylist of the first magnitude, a seductive siren with an arch manner of song selling that is ideally suited to the intimate boites.

Routining here could stead to the selling that is a selling the selling the selling that is ideally suited to the intimate boites.

Bottes.

Routining here could stand some slight changes for better pacing. Her "C'est Si Bon" disclick comes in the midway spot and the new hit. "Santa, Baby." is used as the fmale. Latter, incidentally, is we'l suited to nitery demands and to her particular styling. She has a threaty, insinuating quality that reads new shadings into Cole Porter's "Let's Do It" and lends silken sexiness to "Blues" and "What Is a Man."

Excellent keyboard backing can be stilled to the strength of the sexiness to "Blues" and "What Is a Man."

Excellent keyboard backing comes from her accompanist-arranger. Arthur Siegel, and the Paul Hebert orch handles the ensemble support, alternating on dance chores with the Ray Trocke Trio.

Chez Paree, Chi

Tony Martin (with Hal Bourne Alan King, Footnotes (4), Bis Farnon Orch (16); \$3.50 minimus \$1.10 cover.

Three weeks of top business are practically certain at the Chez with Tony Martin, always a sure draw, at the helm. Booking is slightly more expensive than its closest predecessors, but the spenders turn out en masse for Martin, and the house was SRO for his opening Tuesday (10). Whole bill runs 90 minutes with Martin in the spotlight close to a full hour, considerably longer than is necessary, but he paces his material so well the crowd wants more of the handsome smoothie even when he bows out.

It's his second visit here this year, the last time being in May, (Continued on page 66)

(Continued on page 66)



TERRI STEVENS

"A Truly Polished Performer"

—H. McArthur, Washington Evening Star Held Over 4th Week

FRANK SENNES AGENCY York City Circle 6-3138



WHEN IN BOSTON It's the HOTEL AVERY The Home of Show Folk

Avery & Washington Sts.



AGVA to Shun Borscht Belt Org In Contract Talk

policy of the American Guild of Variety Artists to bypass operator organizations is expected to be put into effect this spring when the union starts negotiations for new union starts negotiations for new contract in the New York state borscht belt. AGVA will follow the policy it pursued in New York, Philadelphia and elsewhere, and start negotiations with individual operators. Inns that fall to comply will be put on the unfair list and union will attempt to deny them access to acts.

AGVA is expected to start buttonholing individual hotelmen shortly and it hopes that by Easter time bulk of the operators will be

Chester, Ex-Bandleader, To Open Dayton Nitery Dayton, O.

Bob Chester, former bandleader who got his start in Dayton, is planning to open a night club here, tentatively named The Celebrity Club. His partner will be Charles Brown, recently owner of the Blue Angel night club.

Anger night club.

Chester said the new club, to be across the street from the Biltmore Hotel, will seat about 80 partons. He plans to have "saxophone-shaped windows" in a new front. to identify the instrument he played in his own band. Club will be opened about Christmas time.

Houston Police Sponsor Touring Arena Show

Touring Arena Show
Houston, Nov. 17,
"Hippodrome of 1954" has been
set for a five-day engagement here,
opening Dec. 2 at the Sam Houston
Coliseum. Show replaces "Skating
Vanities" which also has been
produced by Harold Steinman.
The Houston Police Dept., which
sponsored local appearances of
the "Vanities," will sponsor the
new Steinman show. Proceeds will
go to the Policeman's Burial and
Pension Fund.
Among stars in the new show
are Patricia Bowman, Harry Stockwell and Nancy Lee Parker.

END FEMME TIPPLING NIX TO AID MPLS. BARS

Minneapolis, Nov. 17.

City council has acted to extend The union feels that it has gotten little out of dealing with the Mountain Hotel Operators Assn. Innkeepers haven't contributed to the union's welfare fund, nor have working conditions and salaries improved so greatly that continued dealing along group lines is worthrelief to depressed theatre bars when the police department last month started enforcing the ordinance which up to then had been winked at.

However, owners of the spots said there are other reasons, too, why patronage has dropped from 30 to 60% and why at least a dozen spots on the local "great white way" are up for sale. A police deway" are up for sale. A police de-partment safety campaign, involv-ing spot checking of auto drivers for alcohol breath tests, is princi-pally bilamed. Bistros' proprietors assert "people just aren't going to take a chance on being picked up." The drinking is being done largely at home now, it's-declared.

at home now, it's declared.

Banning of downtown parking between the hours of 4 and 6 p. m., when business used to be brisk in the theatre and other bars, also has hurt plenty, according to the establishments' owners.

Milbourne Christopher has an interesting piece

The Real Vs. the Hollywood Houdini

one of the many byline pieces in the forthcoming

48th Anniversary Number

VARIETY

A Part-Time Performer. Sugar Chile Now Booked In Detroit High School

Detroit, Nov. 17. Frank Isaac Robinson — better known as "Sugar Chile" Robinson, the boogie-woogie child prodigyis living a quiet life on Detroit's north side. He now attends Northern High School with the idea of becoming a doctor.

becoming a doctor.

He hasn't given up the entertainment world entirely, although
now his bookings are restricted to
holidays and summer vacation.

Thanksgiving week, he'll be at the
Apollo in New York at \$1,500 per,
Next summer, he may return to
England where he was a boxoffice
sensation in 1950-51, earning \$2,800 a week during two six-week
tours. Yet, when he reaches colleg: age, he thinks he may give up
show biz.

Under Michigan law, the how's

show biz.

Under Michlgan law, the boy's net earnings are being kept intact for him until he's 21. His estate of about \$100,000 comes under the jurisdiction of Probate Judge Thomas C. Marphy with the disposition of necessary funds constantly under the surveillance of the court.

Ops Rebel Vs. Names' 'Block Booking'; **Doling Out of Bonuses Also Nixed**

\$7.000 Damage in Fire At East St. Louis Nitery

St. Louis, Nov. 17. Band instruments, stage props and other fixtures were destroyed or damaged for an approximate \$7,000 loss last week when fire of undetermined origin swept through Jimmie's Gay Inn, a nitery north of East St. Louis, across the Mississippi. No one was in the place when the flames started in a rear storeroom,

Three fire companies from East St. Louis fought the flames for several hours. James Johnson is owner of the spot.

HUB STRIPTEASE BAN MAY BE PERMANENT

Boston, Nov. 17.

Boston, Nov. 17.
Following a stormy hearing between Hub's censorship board and attorneys for the Old Howard and Casino Theatres in Mayor Hynes office last week, the board Issued a ukase stating they had "no alternative" but to shutter the borleys for the balance of the year. Action was result of arrest and conviction of three performers, Rose LaRose, Irma the Body, Eloise Adams and managers Max Michaels and Frank Engel two weeks ago on charges of giving lewd and indecent shows.

While the permit lifting is only

while the permit lifting is only until Jan. 1, Mayor Hynes admitted he isn't sure that he would allow them to reopen then, but if he does, the strippers would be "out." Hynes also added that if the spots reopen, there will be a whole new set of rules and regulations, "more rigid and stringent than those we have now."

business is sparking several changes in talent buying procedures. Operators, seeking to cut corners, are now rebelling against headliners booking surrounding

corners, are now rebelling against headliners booking surrounding shows. For example, when a singer lets it be know that he'll like this particular comic and daneer on the show with him, it's been customary for the operator to acquicose. Usually, the headliner's preference cost the boniface a lot of noney, since the price of the subordinates was jacked up. Cafe owner felt that he had to comply in order to get the attraction.

These days, the headliners are finding it hard to spot friends in on the same show unless the supporting performers are needed in specific routines. There has been no objection when, for example, Milton Berle or Martha Raye insisted on one of the Ben Yost singing groups, because they work together in comedy sequences. However, when there are no such routines to be done jointly, the owners want the privilege, of booking their own shows.

No More Cadillacs?

No More Cadillacs?

Another form or rebellion has been observed with the operators no longer dolling out bondses. (Continued on page 68)

Mills Circus in London Dec. 18

For the annual Bertrain Mills circus, which opens at Olympia Dec. 18 for a six-week run, an in-ternational lineup of acts again has been signed.

has been signed.

Talent includes the Three Austins, Flying Cobinas, the Idalys, the Voltacks, Golden Palominos and Shetties, Ulfl, Arthur Klein Troupe, the Pepps, the Miches, Rogge Sisters, Yong Sisters and Brothers, the Hansels, the Massinos, Fattini, and Alexander.

THE TURKISH DELIGHT!

NEJLA ATES

FAVORITE OF KINGS

Currently.

THUNDERBIRD HOTEL, Las Vegas

"Nejla Ates doing sensational business at the Thunderbird." DOROTHY MANNERS-Int'l News Service

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"SON OF SINBAD"

EXCITING—EXOTIC—EXQUISITE

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Night Club Reviews

Chez Paree. Chi
when he packed the house likewise with the usual strong following among the distaff set who, of
course, like his suave ways and
incessant masculine smile. Twelve
songs are unloaded this time, the
o'der request-type numbers being
cropped to conserve time for
fresher offerings which get the
full treatment. He's a big click
every inch of the way, arousing
the fenunes, cach time he launches
into a lamiliar trademarked tune.
Numbers vary—Latin, novelty
and romantic tempos—with highly
glossed intros in between to woo
the fenunes. Martin doesn't escape
into the wings until he's sung the
first of the dance numbers followlog tire show.

Despite a micipation for the
headliner. Absenting for some properties of the dance numbers followling tire show.

Despite a micipation for the
headliner. Absenting for some properties of the dance numbers followling tire show.

first of the dance numbers following tie show. Despite anticipation for the headliner, Alan King keeps the customers thoroughly engaged in his Indicrous monology on children, television, household trials and other domestic problems that are close-to-home for the seatholders. Bigest yorks are stirred by his surprise punchline and "Babain" satire, which finishes in an oafish dance. Response is good from the start.

Bill opens with youthful Footnotes, a quartet of two gals and two guys, in a well-balanced sprightly time that leads into "Soft Shoe." Teep is nicely synchronized and has production stature, especially in final number of Boonce and flourish.

The six violins which were brought in to augment the house orch for Tony Martin are felt most effectively on the slow, crystalline numbers. Accompanist Hal Bourne is maestro for the headliner's segment and has a few brief solos at the keyboard. Brian Farnon backs the rest of the show and plays for the ballroom afterwards.

Beila Pacific, S. F.

San Francisco, Nov. 12.
Duncan Sisters, Shane & Lee,
Joey Capella, Helen Carr, Shirek,
Chambers, Peggu Dictrich, Art &
Al Bedle, Bob Nash, Joy Healy;
\$1.50 minimum.

This stems to be a case of a good idea and good talent not getting anywhere. Melange could have been wrapped up into an appealing entertainment package, but there's not much cohesion at present to this assortment. Incidentally this spot has an academic "two drinks" minimum charge.

Ostensibly this is meant to be an old vaudeville show ensconced in an old time atmosphere. Actually the impression is that of a group

TIME."

pianolng.

The Duncan Sisters still have the flair and their redoubtable tunes, such as "Remembering" and "I Ain't Got No Mammy," remain litting and trenchant in spite of the passing years. Moreover, the Duncans have retained enough of their old humor to unwrink!e the brows. Shaw & Lee, burley comies in the best brawly tradition, are a delight for those who like their laughs broad. This is solid, old-time hoke meant to garner the guffaws, and it does.

Ted.

Latin Quarter, Montreal

Montreal, Nov. 12.

Muggsy Spanier Orch (6), Al
Cowans Orch (5); 75c-\$1 admis

Concars Orch (5): 75c-\$1 admission.

The Latin Quarter started several years ago with a routine nitery formula which eventually went the way of all spots with mediocre shows. However, out of the entertainment doldrums the management has come up with an idea that is paying off customer and revenuewise. The new policy is centered around a variety of jazz combos and the eurrent Muggsy Spanier offering is one of the best to date.

Spanier has gathered around him a group of very fine musicians and their particular brand of Dixie fills a much-needed spot in local jazz circles. While Muggsy and his coronet is the featured attraction such performers as Red Richer at piano; Truck Parnham on bass; Phil Gomez on clarinet; new-comer Ralph Hutchison on trombone, and drummer Barrett Deemwham out solos that wow the packed room on every showing.

Since inception of this formula mew to Montreal bonifacesi such outfits as Art Tatum and trio; Earl Faiha" Hines and the Johnny Hodges group have done much to build a solid rep with the hepsters and those tired of the usual pseudo Latin tempos. In between the feature sessions, Al Cowans house orch plays for client hoofing and as long as name combos are available the Latin Quarter will continue on present line. Newt.

MIKE CONNOLLY Hollywood Reporter

Ciro's, Hollywood
Hollywood, Nov. 10.
Johnnie Ray, Gary Morton, Dick
Stabile Orch (9), Bobby Ramos
rhumband (3).

They called Johnnie Ray a "freak" when he first invaded the county strip nitery belt and started bawlin' and beltin' at the Clromob. Good for one time around, said the wise 'uns. How wrong they

were.

He played back to the same smart crowd opening night, with the same brand of hysterical singing, and had a packed room screaming, screeching and whisting for more of the same. It was the kind of crowd that paid \$10 dinner tab, so that climinates the younger set that droots at the sight of his hearing aid.

Bay doesn't really turn on the

of his hearing aid.

Ray doesn't really turn on the heat until late in his 25-minute turn, when he parks on a piano bench and looks down the vista of his early successes. This brought the prince of walls into the hysteria of "Little White Cloud" and "Cry," with a spiritual, "Jubilee," as the wrapup. He poured every last ounce of energy into this hand-clapping number and was too llmp for an encore. No performer ever got a greater or noiser reception in this room. He can sway a crowd with such explosive rhythm that a career in evangelism could be his for the mere asking.

Only because of his boylsh look

for the mere asking.

Ouly because of his boyish look could he get away with kissing and fondling the gals at ringside. No one seemed to mind, but he's taking a liberty that one day could create en incident, as the protocol boys say. Whoever writes his spoken material must have a fond passion for polysyllables. Those little words are not for him.

To give his ballous a requite.

are not for him.

To give his bellows a respite, Ray broke into a playful hoofing routine that won't put Sammy bavis in the breadline. Once he gets into a mood, Ray never changes expression. He seems so dead serious that not even applause bothers him. He just shakes it off and away he goes into his next number. It was a tough audience he was facing, but nerves with this kld are something to exhaust rather than coddle.

To warm up the stage, Herman

haust rather than coddle.

To warm up the stage, Herman Hover booked in Gary Morton, too cute for his own good and with material that could stand sharpening. Around on the TV time, he could never make the Godfrey show. No humility. Dick Stabile, fronting the orchestra, is a comic's best friend and breaks up at jokes that flounder. The Latino crew of Bobby Ramos keeps the body-rubbers happy.

Helm.

Hotel Chase, St. L.

St. Louis, Nov. 12.
Ted Lewis Reene, with Dorothy
Loudon, D'Andrea Sisters (2),
Joan Lowe, Delrae & Young, Three
Laurie Sisters, Chop Chop & Charlene Orch (10); \$1.\$1.50.

Ted Lewis, still flourishing his battered top hat, cane and clarinet, is back again with a specialty layout of talented youngsters. Doubling as emcee and on the floor almost constantly threughout the 65-minute session, Lewis still grabs solid customer approval.

At the teeoff Lewis, introduced by an offstage femme voice, starts the customers palm pounding with his interp of "Music Is Magic," and the whole ensemble appearing for "Smile." A challenge tap routine featuring Joan Lowe and D'Andrea Sisters is followed by Lewis doing a sly sideshow barker bit to introduce Delray & Young, costumed in gold cloth for an East Indian dance routine.

After warbling "The Picture on the Wall" Darathy. Loudon

In gold coon for an East Indian dance routine.

After warbling "The Picture on the Wall," Dorothy Loudon, a blonde looker, socks ever the nostalgic "After You've Gone." "Oh, You Beautiful Doil" and "Smiles," with Lewis doing a bit on the-licorice stick and Miss Loudon closing with "Lonesomist Gal in Town."

"The Lady President," a satire on national politics between Lewis and Miss Loudon, cops gulfaws. Joan Davis, a lithe blonde cyefiller, does a short, snappy dance routine intermingled with sly repartee. The Laurie Sisters, all brunettes, score

Cleveland

Thanks to

solidly with their interp of "Because You're Mine," "Stars in Your Eyes" and "Three Little Sisters."
After warbling "Sunny Side of the Street," Lewis gets into the act of Chop Chop & Charlene with some slight-of-hand stuff, Lewis' "I've Got a Million Memories" winds the session.

Flamingo, Las Vegas
Las Vegas, Nov. 12.
Kay Starr, Lancers (4), Ganjou
Bros. (3) & Juanita, Barbara
Perry, Seymour Felix Line (14),
Torris Brand Orch (10); no cover

It's time for general rejoicing on the Flamingo front as Kay Starr comes along for a month, and the spa's newly enlarged casino with adjacent circular bar is getting ready for the multitude.

adjacent circular har is getting ready for the multitude.

Perhaps the brightest star of all in the Flamingo roster is Kay Starr. She has 'em fighting for tables and cheering everything in her book. From opening 'Comes Along a Love,' the pert thrush alternates between bright, torch and novelty to wave a magic melody wand over the capacity room, Her 'Talk of the Town' has intense feeling, and "Three Letters' is another gripper. Contrast the lusty "Mama Goes Where Papa Goes." "A Good Man Is Hard to Flnd," plus sheer run of the oatune 'Love Ain't Right,' with the Lancers for another Starr facet. Also with the Lancers foursome, top results are attained with "A Hundred Years From Today," "Side By Side," and as begoff, la Starr singles her boffo "Wheel of Fortune."

Lancers have traveled a long "Warter of the traveled a long traveled a long

"Wheel of Fortune."

Lancers have traveled a long way since first appearance here with Kay Starr a couple of years ago. Quartet has assurance and know-how to spare in weaving harmonles from "Bye Bye Blackbird," through medley of yocal group impreshes, "Muskrat Ramble," and two novelty get-up-and-go-tunes "Sweet Mama, Tree Top Tall," "So High, So Low, So Wide." Lads receive big mitts all the way during their prime energizer.

Ing their prime energizer.
Entire production is top-drawer,
with Ganjou Bros. & Juanita, attired in costumes based on 18th
Century theme, pulling salvos for
smooth adagio work. Juanita gets
a good tossing around among the
three freres, and exciting whirlaround finish is neat crowd pleaser
earning whopping palms.
Soymour Felix has a flashy intro

Seymour Felix has a flashy intro offering, spotting Jerry Antes and Dolores Frazzini warbling and coup-Dolores Frazzini warbling and coup-ing in terps, Barbara Perry in tap-istry single plus centering with four male hoofers. Line fills up the between-measures with con-ventional patterns. Torris Brand orch rocks for solld background-ing.

Fairment Hotel, S. F. Beatrice Kay with Sylvan Green, Ernie Heckscher Orch (11); \$2 cover.

There were undoubtedly some who came to enjoy Beatrice Kay's mugging, cutie-pie gyrations and yocal sound effects, but most of those who plunked down their \$2 covers opening night were on hand to hear her sing. Unfortunately, Miss Kay decided that her concept of comedy was the major appeal, with result that the deviating diva completed only three songs in her 55-minute stand, though she snatched at and sampled a dozen or so others.

snatched at and sampled a dozen or so others.

Just why a singer who has one of the best singing styles in show biz and a voice to match allows herself to play the souhrette is one of those mysteries that can drive bookers akimbo. Miss Kay owes it to the checkpayer to give them more singing, rather than the saloon humor which is a poor substitute.

Miss Kay showed her appeal the

saloon numor which is a poor substitute.

Miss Kay showed her appeal the few times she grudgingly sang. Her "Oceana Roll" and "Melancholy Baby" were sock items in the best tradition of songfesting. Likewise her "Won't You Come Home, Bill Balley," which was paydirt by any standard,

Sylvan Green's assist in the comedy didn't help much. Music by Ernie Heckscher's troupe was its usual tops.

Ted.

Sheherazade. Paris

Roger Baurieux Orch 116 Driessens, Nizza Kodolban,

minimum.

Roger Baurieux and his orch in have moved over to the Shener, azade after a seven-year stint is neighboring Monsignors. And promenading and deft table threading pour the lush string music over willing patrons in this bizarely-decorated room. A free-wheeling version of the Arablan Nights gives this room an eeric perspective and is in keeping with the lilting string treatment. For patrons looking for music and an unusual but pleasing atmosphere this is a good stopoff spot. There is dancing as well as good listening. Baurieux bows his pleasing interps of old and new for the patrons and breaks the wanderings with brief concerts from time to time. Jo Driessens adds a pleasant billingual intro job to the proceedings. Hungarian tzimbalum plaved Nizza Kodolban plays this stringed instrument for happy results in evoking tzigane melodies.

Prices are in usual fiddle boile category and indirect lighting as

Prices are in usual fiddle boite category and indirect lighting is easy on the eyes.

Most:

Cafe Society. N. Y.
Frank Fontaine, The Treniers
(8), Joya Sherrill, Dave Rivero
Orch; \$4 minimum.

Cafe Society Downtown is on a spending spree in the talent department. The budget has moved up several notches and business has moved up proportionately. Now that acts are limited as har as New York outlets are concerned, this Greenwich Village spot seems to have a large assortment to choose from.

choose from.

The current session is headed by comedian Frank Fontaine, with strong support from The Treniers (81 and Joya Sherrill. It's a bill that would do credit to uptown situations. Session had to be reroutined because of the nature of the acts. At the outset, Fontaine had been signing off, but with the listening quotient virtually enhausted by the vigorous 45-minute turn by the Treniers, the redesignificant of the continued on page 70.

(Continued on page 70)

DeMay and Moore

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"Sharon Lee is the DOLL OF ALL

Unruly Command Performance

Frankie Laine, Danny Thomas and out. Latter's "Santa Eartha Baby," offered as encore after clicking with "C'est Si Bon," ap-parently touched off tempest.

parently touched off tempest.

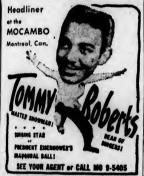
Rio snapped back immediately, saying "Hahn is just looking for publicity, and if mayor didn't like the show how come he laughed show how come he laughed and had a good time. I saw nothing wrong with it." Rio said he was tired of having performers give away the only thing they have to sell, only to be slapped in face.

sell, only to be slapped in face.

"If we insulted the councilman we can refrain from doing so in the future by not giving them shows. They can buy anything they want. If they wanted to buy that show they would have had to pay \$20,000, then they couldn't have had is."

One councilman complained the show was "good enough for the Burbank Theatre (local burly house) but not for royal performance." Councilman Don Allen said, "if they'd sung those songs anywhere else there'd have been a raid. Andrews Sisters sang two nice songs then went into their lice souther." raid. Andrews Sisters sand nice songs then went into saloon routine."

Thornton Sargent of Fox-West Coast said he had approved lay-



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out. "It was our impression king and queen wanted to see Americana. This was representative American entertainment. We had the Andrews Sisters, who are a top singing team and of Greek descent; Laine who is one of top disk personalities; Thomas who is at least the No. 2 television personality; Harry James' band, and Miss Kitt whose records I am informed are tremendously popular. I suggest Hahn check with his constituents who must be among the people who buy these records and see if they object. Anyway Aristotorian."

No benefit in recent years produced such repercussions with most show biz personnel angry over tirade at entertainers who were attacked after giving free show. It was pointed out that the monarchs made point of shaking hands with entertainers at conclusion of show. One vet entertainer who declined to be quoted by name said "if they want shows consisting of singers who sing off key and longhair entertainers who put people to sleep let 'em not come to us." Monarchs, en route back east after local stay, haven't been heard from.

AGVA Targets Hub Pub Pacts

The American Guild of Variety The American Guild of Variety Artists is now going after Boston cafes. Union will attempt to sign up all Hub pubs in the same manner that it recently went after N. Y. and Philadelphia spots. Letter has been sent out notifying all Boston nitery owners that unless they sign with the union within the next few weeks, they will be denied access to acts belonging to AGVA.

Union, as in the case of other cities, will go after cafes individually. One of the major demands in the pacting of minimum basic agreements will be the welfare fund payment of \$2.50 for each performer.

performer.

Niteries not signing with the union by a deadline to be announced by them will be placed on the unfair list. Talent agencies will be notified of unfair placements in Boston and spotting of talent in the Hub cafes may mean the loss of franchise.

NEW YACHT CLUB BOYS EDITION CONKED OUT

A contractual disagreement has cancelled out the formation of a new edition of the Yacht Club Boys, onetime song and comedy cafe act. Originally a quartet, the new version of the act was to have been a trio, composed of Felix Knight, Paul Seers and Johnny Haymer, Billy Mann, who headed the act when it was in its prime, had been behind the plans to reincarnate the turn.

Concurrent with act's cancella-

incarnate the turn.

Concurrent with act's cancellation was the breakup between Seers and Haymer, after having been associated in a musicomedy turn for eight years. Former is currently preparing to go out as a single. Knight, a former Metropolitan Opera singer, played an engagement at the Olympia Theatre, Miami, last week.

Big Chorus Call

Hollywood, Nov. 17.

Biggest nitery chorus call in town's history has been put in for Frank' Sennes' Moulin Rouge nitery which opens Christmas

night.
They want 30 girls and six boys
for productions by Donn Arden at
nitery, formerly Earl Carroll's.

Thank You

HENRY GRADY HOTEL and ALLIED ARTISTS





VEGAS THEATRE TO BE ALTERED FOR LEGITS

Las Vegas, Nov. 17.

Las Vegas, Nov. 17.

The El Rancho Vegas opera house theatre-restaurant will undergo alterations to permit presentation of fullscale legit musicals next year, owner-manager Beldon Katleman announced. Designer Tom Douglas has been studying landmarks of old west and will incorporate them in the new theatre. Plans are for fullscale presents.

corporate them in the new theatre. Plans are for fullscale presenta-tions and not tab versions. It's hoped to get some pre-Broadway tryouts as well as traveling shows. House would present first act as initial show of evening and second act as late show.

Vaude, Cafe Dates

New York

New York

Jackie Bright, current at the Latin Quarter, N. Y., will follow with the Palace, N. Y. and thence to the Carrousel, Pittsburgh, Dec. 14, and Brown's Hotel, Louisville, Dec. 25... Charlivels pacted for the Ambassador, Los Angeles, Dec. 23 and the Desert lim, Las Vegas, Feb. 2... Helen Halpin signed with the William Morris Agency... Dorothy Kingston has left the MadMoiselles. Billy Daniels into the Beachcomber, Miami Beach, Dec. 22... Larry Storch set for the Nautilus, Miami Beach, Dec. 24... Dick Kallman tapped for the Triton, Rochester, Dec. 21... Zero Mostel goes into the Sahara, Las Vegas, in April... Oliver Wakefield inked for Le Ruban Bleu, N. Y. Nov. 25... Phil Foster signed for a role in Paramount's "Conquest of Space"... Leonard Suess signed a management contract with Cass Franklin of Lou Walters Enterprises.

Chicago

Chicago

Dorothy Sarnoff booked for Edgewater Beach Dec. 4-29, with Skinnay Ennis orch continuing... New Boulevard Room ice show at Conrad Hilton Hotel opens Dec. 18 for six months, with Margie Lee headlining "Skating Headlines" format ... "Super Circus" on pa. at Olympia Stadium Detroit, for two shows on Dec. 30 ... Belle Tones playing Prince George Hotel, Toronto, for eight rounds beginning Dec. 21 ... Anna Maria Alberghetti to Brown Palace, Denver, Dec. 4-12 ... Bud & Cece Robinson slated for Brown Hotel, Louisville, Dec. 11-24 ... Stuart Morgan Dancers playing Shamrock Hotel, Houston, Dec. 31 for two weeks.

Chief Cherokee Bill playing onenight vaude dates at state theatres
... Leo Prenk and Frank Humpert
opened at Club Reno here
... Stan Kenton's Festival of Modern
Jazz, including Dizzy Gillespie, Erroll Garner Trio, Slim Gaillard,
Candido and others, booked for
Tech High Aud Dec. 3 by Angelo
DiGiacomo.

Saranac Lake

By Happy Benway

Saranac Lake, N. Y., Nov. 17.

Among the recent new arrivals who registered in for once-overs are Irving Biba, owner of the Hill, Hillsboro. Wis., Sam Senseney, owner of Miner Theatre, Moran, Kans.; Eric Cederberg, N. Y.; Joseph A. Grever, theatre poster artist from Flushing, N. Y., and James Stewart, manager of the Clark, Chicago. All are showing a special item progress.

George Sullivan, Madison Square Garden staffer, into general hospital for major surgery, is now back at Will Rogers recuperating.

cuperating.

A cannation to Harold Goldberg, road manager for "South Pacific" Co., for playing Santa Claus to many here with Adirondack sport shirts as gifts. Ditto to the Charles Antell Co. of Baltimore, for toilet acticles articles.

Antell Co. of Battimore, for toner articles.

Max Pfeffer, IATSE technician of Brooklyn who graduated here 20 years ago, was recently hit with a relapse and registered in for a rest routine.

Lou Pettit, musician, who joined the downtown actors colony and remained here in business, rates praise from the patients for sending a case of books and magazines to our library.

Jackle Fondran, of Riverside Theatre staff, Cleveland, and Particia Pritchard of Beacon Theatre, New York City, both elated over their recent clinic report that upped them for meals in main dining room and limited exercise.

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New Acts

LESTER HORTON DANCERS (10)
13 Mins.
Ciro's, Hollywood

In concert dance circles, the Lester Horton dancers have long been acknowledged as the best on the Coast, Early this year, they in yaded N. Y, for the first time, drawing exceptional notices. Now the troupe is branching out into the nitery field with a packaged modern-dance show that is effective entertainment.

Horton died suddenly a few days after the troupe began this nitery debut stand at Ciro's, but the organization will continue. Troupe has an extensive repertoire from which to draw and new routine will be worked out by star Carmen de Lavallade and featured dancer de Lavallade and featured dancer dancer de Lavallade and featured dancer dancer dancer the troupe began this nitery fleby several four-troutine shows which range from beguine and catypso to a semi-East Indian soil by Miss de Lavallade. For members are of top calibration on a full-sized nitery floor (Cro's is physically limited to some extent) cach is exciting and fine dancing are skillfully merged to provide trisps visual treats that meet with hearty ring side approval. Save for the occasional solo, routines involve ensemble work by members of the roupe in groups of three and four. It's off the beaten track of dance entertainment, involving such items as a Panamanian love dance by candlelight and a "Banboo Allex" calypso turn in which comedly is accented.

Troupe has a good future in niteries in addition to the corcertifield in which it will continue. And Miss de Lavallade shows promise of becoming one of the concertifield in which it will continue. And Miss de Lavallade shows promise of becoming one of the concertifield in which it will continue. And Miss de Lavallade shows promise of becoming one of the concertified in which it will continue. And Miss de Lavallade shows promise of becoming one of the candidates and the concertified in which it will continue. And Miss de Lavallade shows promise of becoming one of the candidates and the concertified in which it will continue. And Miss de Lav

Councily is accented.

Troupe has a good future in niteries in addition to the concert field in which it will continue. And Miss de Lavallade shows promise of becoming one of the nation's top dancers.

Kap.

YOLE O'BRYN Songs 12 Mins. Black Orchid, Chicago

ESTRELLITA & RAUL, Flamenco 8 Mins.
Palace, N. Y.

Estrellita & Raul look like good flamencoists who are well versed in the heel-chicking arts. This terptwam have some picturesque routines and costumes. They work rapidly together with the boy doing some intense stepping. The gal shares in a colorful classic style of terping.

The duo also show some comedy expertness with a well-designed peasant dance. It's a good turn that should carry its own in virtually any cafe or vaude situation.

Jose.

in honkytonk, hillbilly and psychiatric fashion, the latter complete with histrionical scream, before wrapping it up straightway for good results.

Upleat offerings are few but hint she can open up at times, and there's a feeling that she ought to helt one hard somewhere midway maker routine. What she needs mainly is to trademark her style via a better grasp of her own peculiar idlom, and she's bound to do this in time.

Les.

DOWNEY & DAYE Roller Skating 12 Mins. Empire, Glasgow

P. Mins.
Empire, Glasgow

Novel roller-skating act is offered on circular table placed in centre of stage, and has both speed and grace. Duo is mixed, he whirfing his smallish blonde partner round with considerable case which justifies billing of "a whirl, a twirl and a girl." Male follows with skiltul solo gyrations.

Next trick is when he holds the distafter upside down and whirls her round and round the table, lowering her until she almost touches the board with her chin. Gyrations are then reduced to very slow speed and gradually increased to top breakneek as girl is twirled round with only her feet round partner's neck. Finale has the b'onde attached by forehead strapt to partner and circling rapidly with short skirt billowing to warm palming from the customers.

Strong bet for U.S. vaude and dideo.

JULIE ANDREWS Songs 10 Mins

Empire, Glasgow

Sweet-chirping teenager is an IB-year English thrush with plenty possibilities in the song field, and combines high range of pipes with excellent clarity of enunciation. Fresh youthful appearance makes her act designed almost wholly for a boulty two room.

Fresh youthful appearance makes for act designed almost wholly for a trauly type room.

Formerly of the family act, Ted & Barbara Andrews, with Julic, the five chirper radiates simple charm that scores. Choice of songs is attuned to young personality such as "If You Feel Like Singing, Sing," "All I Know Is I Want to Sigh," and "Make Believe."

That the gal has something is obvious in what she is currently offering, but she is still lacking in the necessary showmanship and direction. Okay for family-style vanderies and for TV, both in Britain and U.S., and a likely bet for juve singing roles in pix if quickly snatched for grooming. Gord.

MAMBO ACES & CHI CHI Dance 8 Mins. Apollo, N. Y.

8 Mins.
Apollo, N. Y.

Fast stepping Latinos pack a lot of power into their eight-minute stim. The Aces are a pair of switch-hipped, rubber-legged guys, and Chi Chi, a pert brunct, is their windowdressing. Together they windowdressing. Together they windowdressing. Together they windowdressing but could also show 120 well in vaudeo slottings.

But of the terp work is handled by the Aces. They move at a machime-gun pace that whips up plenty of aud enthusiasm. Footwork is nimble and inventive, and each routine is done with complete abandon. Chi Chi gives the boys a chance to catch their breath with a throaty workover of "You Too." The trio then winds with some spirited mambology.

Gros.

EBONAIRES (4)

9 Mins. Palace, N. Y.

The Ebonaires, a well-appearing Neuro male quartet, look like a well disciplined outfit. Vocally this group passes muster, their arrangements carry interest, and they have the voices to get some good effects.

they have the voices to get some good effects.

The foursome work with two mikes, with a bass having one instrument all to himself, but some-how that voice manages to remain fairly unobtrusive. The turn has a good repertoire that includes good versions of "Dry Bones" and "Old Man River." They get by handsomely in this house. Jose.

VALITHA & ALDINO Acrobatic Acrobatic 9 Mins, Palace, N. Y.

Palace, N. Y.
Valitha & Aldino, man and woman, reach their highlight with the chap jumping in one barrel and out the other while blindfolded and in a second climax does the same while carrying the femme on his shoulders.

It's a turn that takes a comparatively long time to execute. There are several embarrassing waits and even with the inherent danser in the turn it seems a fairly purposeless bit of business.

Jose,

JOAN MANN

JOAN MANN
Songs
14 Mins.
Empire, Glasgow
Tall shapely brunet conceals
much buoyant personality to which
she could easity give more rein. A
looker with considerable poise, she
offers songalog that ranges from
the boisterous to the tender, and
registers high on the palm-meter.
Opens with "I'm Gonna Live Till
A Die," then Into comedy with "A
Good Man Is Hard to Find." After
a spot of terping, and donning a
male's soft hat, she winds with
"That Old Soft Shee" to solid mitting from the payees.

Welsh-born artiste has enough
talent to secure star billing if personality could be fully projected
to the customers. Attractive garbing and coif heighten her natural
s.a. Okay for any visual medium,
particularly vauderies and bistros.

Gord.

ELAINE BROWNING Marimba 5 Mins. Palace, N. Y.

Palace, N. Y.

The Palace execs apparently have distilled Elaine Browning's act down to a quickie. Miss Browning at the marimba is on and off in two numbers, one of which features her piece de resistance, a bit in which the legs of a puppet are used as xylo hammers. It's a piecuresque movement that gets her off to a potent mitt.

Miss Browning is an engaging

off to a potent mitt.

Miss Browning is an engaging youngster, nicely gowned. There's very little that can be done to make an interesting presentation of this lumbering instrument in a straight musical category, but Miss Browning's exposition of that woodpile gives the turn superior jose.

BEULAH FRAZIER Songs 9 Mins. Apollo, N. Y.

Apollo, N. Y.

There's always room in Negrovauderies and intime night clubs
for such high-spirited lowdown
blues shouters as Beulah Frazier.

Although she hasn't got a particular distinctive style, she belts 'em
out loud and fast and the house
goes for it in a big way.

She makes the wort of a before

goes for it in a big way.

She makes the most of a hefty figger with an attractive and vivid red gown. Wins solid plaudits for a three-tune songalog of "Lover Come Back To Me." "Your Cheating Heart" and "He May Be Your Man But He Comes To See Me Sometime." Titles give a general idea of what she's driving at.

Gros.

HEDLEY WARD TRIO Musical, Instrumental 15 Mins, Empire, Glasgow

Empire, Glasgow
Trio of young males, on piano, guitar and bass, reveal much attack in a worthwhile musical and instrumental act, and choice of tunes is similarly breezy. Dressed in pleasing coffee-colored suits, they project strong personality across the footlights.

Open with the breezy "Tonight's the Night," then segue into "Barrels of Roses," Comedy, interlude provided when trio give out with a self-written number titled "Just Another Woman." Bass player of trio then leaves his instrument to sing a Jolson medley at the mike, and trio wind with the new tune "Hey, Jo." which rouses strong palming. "Hey, J palming.

palming.

Trio, with good musicianship and brightly-chosen repertoire, offer entertaining easy-on-the-ear turn that is a solid het for vaude and radio, both in U.K. and U.S.

Gord.

SAMMY HINDS & EDDIE Ventriloquist 12 Mins, Apollo, N. Y.

Apollo, N. Y.

Not too many Negro ventriloquists are operating on the vaude
circuits today so there should be
good booking opportunities for
Sammy Hinds & Eddie. It's too
bad, however, that there isn't more
competition because that would
force Hinds to sharpen his act.

As it stands now turn is over-

force Hinds to sharpen his act.

As it stands now, turn Is overlong and unimaginative. Hinds
and his splinter-ego are a likable
duo but the material pulls 'en
down. It's vintage stuff and not
overy funny. Turn could get by if
Hinds cuts off some of the excess
running time and digs up a new
patter line.

Gros.

Ops Rebel

Continued from page 65

Gifts of cars or lumps of tash used to be customary, but this largesce has declined. The operators feet that these gifts served the purpose of bearing pulses down on the purpose. that these gifts served the purpose of keeping prices down on the next prip around or at the very least insure them of their playing he spot next year. These days the bonifaces, hit by declining beautiss, can't afford these extra tentractual gifts. Television and tast Vegas spots will get the pretererce no matter how they assume the actor.

Another custom that's been departing is the expectance by a headliner that the operator of the act, and the forgivenes sent in by the act, and the forgivenes of tabs run up by the performer in entertaining friends. There have been some healthy deductions made of late on that score.

made of late on that score.

Even with the sterner-article, headliners are still being treated with deference, but only in matters in which there is little or no fluancial outlay.

One of the causes of the revolt has been the known fact that some acts have frequently represented themselves as having been asked for by the headliner, when in fact they weren't. In some cases, when the owner checked, headliner stated that no such preference was ever expressed. ever expressed.

The current attitude by owners

is that it's tough enough making ends meet without the addition of extra expenses. And besides, the headliner should be able to carry his own weight without the help of anymerical. of anyone else.

Jean Ferrin Memorial Fund

Atlantic City, Nov. 17.

A memorial fund to Jean Mourhead Ferrin, former actress who died Nov. 1, is being started locally. Fund will attempt to build wing at the Atlantic City Hos pital.

Alexander J. Williamson and George Buzby are handling the

BILTMORE BOWL

and

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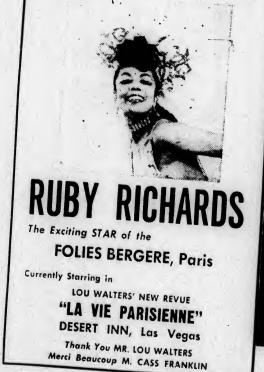
BLACK PAT DUNDEE

(Beauty and the Least) A new note in Glamor Comedy

Met.: GERBER-WEISS 200 W. 37 St., N.Y.



NO ASSISTANTS - NO CONFEDERATES Gasps of Amazement — Howls of Laughter TOWN CASINO, Buffalo, N. Y.



The Parisian Greole Fashion Plate

Chicago, Nov. 13.
lins LaRosa with Freddie
L. Patrice Helene & Jan HowDanny Crystal, Danny Hoctor
try Byrd, Louis Basil House
(14); "Calamity Jane" (WB).

nus LaRosa's two weeks at the flagship may not be as phenally lucrative as anticipated, raffic at the house is a good thicker than it has been in his, and LaRosa, who's in on a mage deal, is sure to walk ith a plump bundle. House queezed in a sixth show daily, ng the stagebill down to 40 tes, to increase turnover and

Arosa played a one-night stand the Windy City a few months as part of the Star Nite card soldiers Field when he was any-g but the main attraction, but was before the Arthur God-circumstance. Now the school-and older devoted teleview-

are thronging to catch his 15une segment.

The young femmes greet him
be young femmes greet him
greed every time he begins a
greet and they buy up all the
grious humility he purveys ontie. On the humility road he
dis to-overdo the modest edital "we" in his, quiet and fragtary intros, and on the singing
the rates with any number of
evoiced pop chanters in the
sish with a few hot disks. Its
try clear that the gals squeal
tause they want to be thrilled
him, and he'll be worth the top
toy he's getting as long as the
nesters continue to be charmed.

The has a bit to learn about
the sevent to be the population of the population of the population.

answers the gaga reception a boyish "Hi" and forthwith ers a snappy "Sittin" on Top of World" before switching to low mood of "Nearness of low mood of "Nearness of eo fis every move, handelanghythm behind his sprightly Lady Loves to Danee" and ding w.k. "Anywhere I Wanwith a salvo. "Show Bi?" ber has personalized biogs that touch upon his relation-with Godfrey and give him to execute a brief dance Big palming naturally fol-Diselick "Eh Cumpari," with joshing by accompanist Fred-bagel and Louis Basil orch, is of-course number for getaway, undard acts comprise the rest

ovelty song operatically as the atter.

Patrice Helene and Jan Howard mage the house in their comic rpp for more than a few guffawe, laying with excess dignity at the utset until the gal flips her man ver her shoulder, juu-jitsu style, le carries her through an exagented tango without her feet touching the floor, though she executes the floor, though she executes the femme appears to be dancing with her partner's hairy, beatered legs.

Opening the show, Danny Hocordan Betty Byrd, known from and Betty Byrd, known from acte Smith show, get encouraging exption for three well-fashioned an terp routines with minimum cross. Louis Basil emcess and atoms house orch in fine showacking.

Les.

Casino. Toronto
Toronto, Nov. 13.
Elleen Bartan, Robert Maxwell,
100 & Maia, Gene Allea, Jones &
ilbert, Archie Stone's House
ch; "Along Came Jones" (Lydic).

Eileen Barton for Coral and othert Maxwell for Mercury are indicated by the content of the coral and other than the coral and hefty on appeal of their platter enthusiasts, Missarton, exe-filling blond in white adds off with bouncy "Gonna be Great Day" and "Tovs," does more reminiscent patter of her arents' act in the "golden days vandeville," Jeading into "I'm twild About Harry," complete the straw het and a nifty soft one routine; a satire on Johnnic ay's "Cry" song, this somewhat attack, and her recording of "I'd ave Baked a Cake" to a begoff. Robert Maxwell at the harp has separate following who gave him fousing reception. On black-land

Allen as emcee, are Jones & Wilbert, two colored lads ione tall, the other short) for swift tap challenges, with plenty of leaps and splits to hefty audience response, but they could eliminate the lengthy innocuous patter interludes.

Apollo, N. Y.

Joe Loco Orch (13), Fire Keys,
Bill Builey, Mambo Aces & Chi
Chi 33), Berdah Frazier, Summy
Hinds & Eddie; "Scarlet Street"

Bill Builey. Mambo Aces & Chi
Chi 33. Buelah Frazier, Naming
Blending of the rhythm & blues
and Latino beat this sesh adds up
to the kind of pulsating fare that
registers well with house's clienticle. Respite from the raucous
rhythm comes from raconteurterpster Bill Bailey and ventro
Sammy Hinds. They give the aud
time to catch its breath and make
for a well-rounded bill.
Headine billing is shared by The
Five Kevs and the Joe Loco orch
And they carn their keep. The
Keys are big faves in this Harlen
bailwick. Via their r&b platters
and incurrent papearances herethey've developed a devoted following which keeps the boxy going
at 10p speed. They're loud and
frantic but they've got a solid harmony technique that gets acrosseach item with impact. They display top styling on the ballads aswell as the jump tunes and although repertoire is familiar, it
still rates repeats. Boys get added
you styling on the ballads aswell as the jump tunes and although repertoire is familiar, it
still rates repeats. Boys get added
you styling on the ballads aswell as the jump tunes and although repertoire is familiar, it
still rates repeats. Boys get added
you styling on the ballads aswell as the jump tunes and although repertoire is familiar, it
still rates repeats. Boys get added
you styling on the ballads asseach item with impact. They display top styling on the ballads aswell as the jump tunes and although repertoire is familiar, it
still rates repeats. Boys get added
to the received t

oe terpology and easygoing.

Devotes too much time to tich makes act run overlong, all he's a pleasant fellow by around. His slepping is of till Robinson genre—effort-

Pearl's husband, afay Louis Ben-son, to segregation in the south, son, to segregation in the south, It all hits the funnybone mark. Terpsters Mambo Aces & Chi Chi, songstress Beutlah Frazier and ventriloquist. Sammy Hinds & Eddie, who open the show in that order, are reviewed in New Acts. Gros.

Miami, Nov. 13.
Felix Knight, Jan Seiler, Duw Bros., Miritin Scabold, Martin I Florenz, Les Rhode House Ori 'A Lion Is In the Streets" (WB)

Presence of former Metopera or Felix Knight is the saver for in-and-out layout on tap this k.

skis.

Marion Scabold handles the emece chores, with change of gown for each act. She's a good-looking lass but shows need for experience on intro assignments; on own, she spins out some fair top routines with accent on Latino rhythms.

Unit Review

Himberama

Yokoi Troupe (71), Elanic Brace, 193, Danny Draysson, The Ebon, 193, Danny Draysson, The Ebon, 194, Gaussonith Bros. (2), Estrellata & Renf. Cy Recres. Valleta & Aldinor B Londardi House, Orch. "The Gass Web" (Ub. recrewed in Valuery Oct. 14, 53."

In Summer Heat Up a Cold Windows of C In Summer Heat Up a Cold Winter

AGVA 'Unfair' Tag On Statler's Terrace, L.A.

Room of the Statler Hotel Nov. 23 inium base agreement Previously.
AGVA coast rep Eildie Rio had
also informed MCA. Nelson Eddy sagency, of the guild action, since
Eddy opens at the same from the
same date.

Rio has decided to perint Dorothy Shay to finish her run at the
inn, but when that's over no AGVA
members will be allowed to play
the room.

Ottawa Openings **Cue Act Upbeat**

Business is generally bad in most ites, and therefore, it's believed not had the bonifaces known that they were in for some dismal tail trade, they wouldn't have stocked up with talent. Most of the acts were bought in anticipation of a good fall season, which, of course, hasn't materialized in most spots.

'ICE CYCLES' TO UTAH FOR SIX-DAY STAND

lee Cycles Of 1954" is slated t ke its first Ufab appearance a State Fair Collsenii Dec 1 slay eight performance in I have \$3 top.

Score Use of Can. Schools For Stageshows, Vauders

St John N B Nov 17 Objection has been entered

Hadrax public school.

A vandeville troupe, formed at Montreal, which stated a tom, of Canada at Sydney, Nova Scotta, has also been using school build-oad.

Record Scot Tour Year

Pre-lim figures show that Scot-land had a record year in tour-i in during 1953, according to Tom-John-ton, head of the Scotland Tourist Board. Number of foreign visitors in Edinburgh during the International Festival in August and September was 13,000 higher then in 1952. Big influx of American visitors, hypord tourist trade in the Scot Highlands during the summer and fall.

Stan Kenton's "Festival of Mod-ern Music," booked for a one-nighter at Masonic Temple, De-troit, Saturday (21).

VARIETY BILLS

Letter in parentheses indicates circuit. (1) Independent; (L) Leew; (M) Moss;
(F) Paramount; (R) RKO; (S) Stell; (T) Tivoli; (W) Warner

AUSTRALIA

MELBOURNE Tivell (16)
H Siemon & Archie Datesco 3
Lowe & Laide
Charley Wood Co
Frank Cook
Susan Jeans
Rentta Kramer
Culls'e & Weldon
Claudine Cheret
Citaddells
Show Girls
Nudes
Ballet

STUNEY
TYOH (16)
Betty Driver
Walton & Dros
Pros
Sime Co
Cone Jimze
Vauthan
Duke Ubshuigh
Tabs McKinnon
Beter
Doroth Hall
Debonars
Adorables RRITAIN

SYDNEY Tivoli (16)

ASTON Hippodrome (II Lean Cortez Direen Ibn is Nat Conella Rhotes & Lane

Frankie Vaughn Sempint Bernard Miles Fayne & Evans Dawn White Co Zorrame N & N. Grant toe Black Western Stars LEEDS Empire (Mt 16 Vic Oliver hodes & Lane
BIRMINGHAM
ippodrome (M) 16
erek Roy
en Enid
& D Remy
ick Senses n
ona Ricardo
centett & Del Rio
ay Belles Western Stork
Western Stork
Empire (M) 16
Vir Oliver
Schvit Campbell
Chifford Storber
Grant Burker
Grant Burker
Grant Burker
Grant Burker
Grant Burker
Grant Burker
Herrich
Burker
Herrich
Burker
Herrich
Burker
Herrich
Herri

Ray Belles

BLACKPOOL
Palace (1 16)
Alfred Marks
2-Correllis
Recenos
Karlina
C. C. Miller
Woodward Co
1. Rossborough
Arthur Hassness
Forgy C. vell

BOSCOMBE podrome (I) podrome dr ne O'Dea BRIGHTON podrome (MI gld Peers ny Junes Daughd Peers
James

BRISTOL Empire (f) BPIXTON moress It

Jandy S. Handy S. Handy S. Handy S. Handy S. Handy S. Within & L. Witson Kennel & B. Fred Lavelle B. Fred Lavelle Hipporterms 116 based Hirches Lavelle G. Marchander Cameron and Zandra Julis CHELSEA Palace do 16 ick Jackson porce Cameron Pirates ran o.s. & Zandra lan Rowe lashs Chimps Silver Chards borts 4 in Barres & J

s & J

CHISWICK Empire 5 16

MOTTINGHAM Emplie o'A 16 rroll Le & Co ofet Pretty en Agers

illiams & Shand & A Alexie & B Adams

Anita
NEWCASTLE
Empire Mr 16
Rex & Ressie
David Whotfeld
Tundy & Uarle
Bomer Coffeana
Vincelos

Nicol & Emplo PORTSMOUTH Royal (M) 16 Max Willer Bunty St Clair Laur e Watsen Dunn & Grant Cys Twins neth Lascelles

SHEFFIELD Empire M: 16

EDINBURGH mpire 14 16

Cabaret Bills

NEW YORK CITY

Basin Street
Lilly Christine
Lana Mason
Jose Mason
Jose Mason
Jose Melis Trio
Billy Taylor Tro
Billy Taylor
Billy Tay Hotel Statier
Russ Morgan Ore
Latin Quarter
Frankin & Lane
Jackie Bright
Ross & La Bierre
Hoss & La Bierre
H

Hetel Armbesseder University of the Land Armbessed Interest Mars Hotel Billmore Gleb Vellin Hotel New Yorker Arnold Shoda Jean Walten Erme Hudword Arnold Shoda Jean Walten Erme Hudword Mars Hetel Pierre Hildenande Stanies Welha Gre Chirtheold Pierre Hotel Rosewell Guy Lombartlo Circ Hotel Pierre Hotel Strater Gre Hotel Rosewell Guy Lombartlo Circ Hotel Shraver Hotel Sherry-Netherland Juliana Larssu Lester Lann Ore Jan Bruneso Ore Jan Bruneso Ore

CHICAGO

AGO
Sid Krofft
Kadelt
Marricich &
Peterson
Dick Satter
Bill Jordan
Buddy Raist
Olic Clark
Dennis & Darlene
Endlevar-Dears (7)
Passer of Satter
Call Larixon
Capella & Patricia
Darathy Hild Dass
Skomay Ennis Ore
Los Charles

Blue Angel
Tany Roman
Bill Young
Val Nayare
Jackie Danois
Bob Webyek Trio
Block Orchid
1 Rids
Doulles & Skeeter
Yole O'lkyn
Ken Sweet Trio
Chez Parce

Kirkwood & Goodman Cafe Albert Suena Shaw Tex Gentry Frank Saunders Cafe Society D'ntw Treniers

Cafe Society D'ntw
Treniers
Haveras
Josepherrill
Celebrity Club
Alan Gale
Freddie Stewart
J & J Williams
La Chateau Madrid
Sans Soure Rev
Copacabana
Keon Sisters
Norman Brooks
Jonathan Lucas
Herb Fields
W Durss ture
Frank Marti
Frank

Ken Sweet Trio Chez Parce Tony Merrin Alan King Fontholes (4) Brigh Fren

Eostnoies (D. Brian Farnon Oce Courad Hilton Hoff Eddeen Correll Maraie Lee Settz & Lonchinger | Dick Price Dick Price

LOS ANGELES

Ambassador Hotel
Lena Horac
Lena Horac
Jerry Gr. S. Ore
Band Box
Rose Matica
Lenu Kent
Del Rubio So G
Larry Green
Bar of Music
Macambo Jerry Gr.y Ore

Band Box
Rose Matte
Lenny Kent
Hel Rubio Sis (D)
Larry Green
Bar of Green
Bar of Barry
L Samekas
Larry Larry
L State Barry
L Barry
L Barry
L Barry

Arthur L. Sameka Dave Barry E Bradford Ore Bilimore Hotel Trene Ryan Harbers & Dale George Prentice

MIAMI-MIAMI BEACH Avisure & Ina
Sid Stankey Ore
Joe Harnelt
Leon & Eddle's
Myra Dayis
Chuck Fontaine
Aeres O'Reilly
Green Hair Cirl
Jackee Gordon
Nanex Kent
Charlotte Waters
Bill Gray
Silph Gilbert

A Browne Ore Mocambo Eartha Kitt E Obser Ore Staffer Hotel Dorellis Shav Martez & Lucia Fed Weems Ore

Black Magic Club lat Winters sea Viatth ws shave Count lack Kerr Sal Trent Clover Club hartle Farrell

Charlie Farren Ind Breese

Len Dawson Ore Nautilus Hoter Gracie Barrie

Earl Darney Irina Logan Al Brandon Eric V Marsh Edward Orland Terry Howard YORK Empire (1) 16 Lask Haig Ted Gafty Russell-Wright 3 Reg Lloyd R& J Penn Patricia Riley Josce Terry Desert Inn Desert Inn
Mazzone Abbutt
Harane Abbutt
Haraners
Rob Murray
Roby Richards
Mary Mon Toy
Lee Sharon
Marga & Lee
Murray
Debonaires
Jacqueline Marcy
Stan Porter
Golden Mermaid

Charlotte Maters
Ball Gray
Balph Gilbert
Sans Souce Holes
Arthur Blake
Arthur Blake
Arne Barnett
Ann Herman Ders
Saxony Holes
Tano & Dee
Val Olman Ore
Helene
Lenv De La Cruz LAS VEGAS, NEVADA

El Corter
Lynne Carter &
Cartiers
Eddie Skrivanek's 6
El Rancho Vegas
G & S MacRae G & S MacRae Zerbys Dot Dee Doors Bob Ellis Orc Flamingo Kay S or Loncord Ganjou Bros & J

Barbara Perry S Felix Prod Torris Brand Ore Last Frontier Patachou Bob Williams Amin Bros Jean Devlyn Dners Bob Millar Ore Gene Baylos Szony's Revelers 5 Sa-Harem Dncrs Cee Davidson Orc

Sa-Harem Daces
Cee Davidson Orc
Silver Slipper
Hank Henry
Carrie Finnell
Rick Lasvne
Spark Kre
Spark Kre
Spark Kre
Spark Hone
Bill Willard
Jimmy Cavanaugh
M Gates Palomino
G Redman's Orc
Thundreblid
Nella Ates
Phil Foster
Raiph Curting
K Duffy Danastion
Al Jahns Orc Bob Millar Orc
Golden Nugget
J Maize Cordsmen
Benito Pat Moteno
Gloria Manners
Joe Venuto Orc
Emil Gray de
Billy Ekstine
Myton Cohen
Chas Nelson
Copa Gris
Ray Sinotra Orc
Sahara
Dolores Gray

RENO, NEVADA

Mapes Skyroom
Delta Rhythm Boys
Jackie Kannon
Mapes Skylettes
Eddie Fitzpatrick
Ore

New Golden June Valll Fred Stamer Wilder Bros.

Lois Ray Golden Girls Golden Girls
Sterling Young Orc
Riverside
Anna Maria
Alberghetti
Wiere Bros.
Starlets
Betty Holt
Bill Clifford Ore

HAVANA

Montmartre
Ernesto Bonino
Mattide Camejo
Four Vargas
S. Calero & R. Diaz
Nancy & Rolando
Bola de Nieve
Adonis Puertas
Ray Carson
A. Alonso Ballet
E. Antunez Org

Adonis Ray Carson A Alonso Ballet E Antunez Orq C'no de la Playa Sons Souci Olga Chaviano Watter Nick Juliet & Sandur America Crespo Itosana Martin Them? Boyer Tondela) o

Xiomara Alfaro Helena & Hector Cachia Fernando Valencia R Ortega Orq C Rodriguez Orq Tropicana

Tropicana
Los Xey
Mano Lopez
Paulina Alvarez
Rudolfo Borges
Marcel Defour
Romeros
Elia Valladares
Miguel Chekis
Jorge Martinez
Bolib de Argas
A Romeu Org

Playwrights Co. Continued from page 1

Sympathy" and Margaret Sullavan and Joseph Cotten in "Sabrina," such a prospect would appear to be remote in actuality.

be remote in actuality.

Miss Kerr has a film commitment for next summer, so "Sympathy" will presumably have to close then. However, it's expected that the actress will renew her contract for next season, returning to the Robert Anderson play for a limited Broadway run in the fall, with an extensive tour to follow. "Sympathy," currently in its eighth week at the Barrymore, N. Y., is presented by the Playwrights in association with Mary B. Frank.

Neither Miss Sullavan nor Cotten have a picture commitment for

sociation with Mary B. Frank.

Neither Miss Sullavan nor Cotten have a picture commitment for next summer, so "Sabrina" can presumably run through next summer on Broadway, provided the smash advance sale and window trade holds up as anticipated, However, the actress, who has a large family and a home in Connecticut, may want to take a vacation.

In that case, the Samuel Taylor comedy could either resume for an indefinite Broadway run after its summer layoff, or follow the "Sympathy" pattern of a limited return stand followed by a tour. Latter prospect might depend on Miss Sullavan's willingness to go on the road. She has rarely done so in the past.

'Sabrina' will layoff pre-Christmas weck, as specified in Mirs Sullavan's contract. This has 1 to ge a standard requirement with aer, enabling her to spend the holidays with her family. She had a similar clause in her contract last season for "The Deep Blue Sca." but through a mixup tickets were sold for several performances during the week involved, so the actress through a mixup tickets were sold for several performances during the week involved, so the actress modified her agreement and went on for a couple of shows rather than disappoint the patrons.

Eastman 'Watching'

Continued from page 7

engineers is that, to get adequate reproduction of pix from tape, a very wide band width would be required for the electric impulses to register. They could be accommodated either by running a wider than 35m tape slow, or else a narrower tape fast. In any case, the opinion prevails that (1) it will be a very considerable time before tape is applicable to theatres, and (2) the RCA development is aimed primarily at TV recording rather than the pie biz.

Spokesman at EK said that the photographic product outfit wasn't working on any new film, but that it was constantly seeking Improvements and that this was the primary objective at the moment.

Next color film innovation is likely to come not from Eastman but from DuPont which is still working on a color negative and a new and improved color positive.

on a color negative and a new and improved color positive.

Night Club Reviews

Latin Quarter, Boston

Boston, Nov. 9.
Helen Halpin, Jack Durant, The
Cerneys (2), Tony Lavelli, Bob
Conrad Dancers (12), Harry De
Angelis Orch (8), Zarde Bros.
Trio; \$1 entertainment charge.

Tricy \$1 entertainment charge.

Splitting top billing with comic Jack Durant, localite Helen Halpin displays a sock sense of the ridiculous that, if more fully expanded, should send her zooming into the top echelon of the thinly-populated femme comic ranks. She's rapidly gaining stature, thanks to appearances on Hoagy Carmichael's summer TV show, and "Chance of a Lifetime," but her appearance at the Latin Quarter marks her first major nitery stint in her home town. An attractive chick, with a nice singing voice, she's best however when mugging the anties of a chimp vocalizing "Abba Dabba" or carboning Peggy Lee's "Lover." Sarah Vaughan's "Bodw and Soul" and Billy Daniel's "Black Magic." Her present routining could stand revamping, for while she possesses an okay set of pipes, she should by-pass the straight chirping, leaving it for more serious colleagues—good thrushes abound while the ranks of comediennes are far too sparse.

Balance of lineup is spotty, teeing off in a flagrant disubay of

ranks of comediennes are far too sparse.

Balance of lineup is spotty, teeing off in a flagrant display of poor programing with the talented Cerneys, one of the top terp teams to hit here in months, who certainly deserve a better fate than to serve as warm-uppers. Talented mixed duo cavorts through a series of graceful, refreshing routines highlighted by overhead lifts and twirls, for very strong customer response. Gravel-voiced comic, Jack Duras, dishing out practically the same chatter and material he's used in previous outings here, manages to nab a fair amount of yocks, while Tony Lavelli, ex-All American basketball star turned accordionist, is fair In his spot. Elongated guy plays well cough but Is not too hep from the showmanship angle.

Introduction of three new routines by Rob Cernet.

Introduction of three new rou-tines by Bob Conrad was post-poned when three of the line gals were taken ill and makeshift terp-ing was substituted. Harry. De-Angelis batons the show with his usual eclat and pours out rhythms for cafegoers hoofing. Zarde Bros. trio fills the lulls.

Carousel, Pitt

Pittsburgh, Nov. 12. Florian Zabach, Karen Chandler, Jackie Heller, Nita Beiber Dancers (5), Herman Middleman's Orch (5); \$1.\$1.50 cover.

The three turns on this layout are all sock and complement each other perfectly. Carousel was beginning to think the fates were arrayed against it after a couple of fair-to-middling shows, followed by the fasco when Dick Haymes failed to show up for a booking, but current bill should put some heart back into the management

Tafe Society. N. Y.

ing served the floorshow needs of the spot best.

Fontaine is a clever lad who is on the way of making his characterization of John L. C. Sivoneey a minor vaude classic. His takeoff on a sweepstakes winner has a lot of good lines and fine characterization. Fontaine does impressions of wellknowns, but it's his Sivoneey bit that puts his turn in the better brackets. Comic has since existed this show with expiration of his two-week deal.

The Treniers are an energetic Negro trio backed by a five-piece musical combiration that chimes in on song and comedy. The mainstays of the turn are identical lwins and a younger brother who fronts in the song department. They have a wide song catalog, most of it in a frenzied, feverish manner that generates excitement. They jump all around the room, dance wildly, play their instruments with equal vigor and create a clamor that will appeal to those that like a desperate vein of entertainment. They're booked for Ciro's, Miami Beach Lounge, for the bulk of the winter season.

Other performer is Miss Sherrill, who has seen service in some top Negro orchestras, and dispenses a pleasing brand of songs, She has an individualistic rendition that, while showing respect for the melodic line, has no hesitancy in departing from the original musical pattern. Her variations are colorful and she gets of to good results.

The Quarter, Boston

Boston, Nov. 9.

her a socko session instead of ore that winds up dissipating the social Florian Zabach, the romantic fiddler, has then in his corner before they can say pizzicato. He's both a crack violinist and a first-class showman, and he combines the two to create a session of good music, novelty violinistics, and sheer personality that rings the bell all the way.

Since Miss Chandler's on hand, Jackie Heller doesn't open his pipes but sticks to straight emeceing and hosting. There's no question about the help this little fellow is to the acts; his warm and generous intros have made the Carousel clientele pushovers for a lot of performers who otherwise might have had plenty tough struggling.

Cohen. might have struggling.

Balinese Rm., Galveston Galveston, Nov. 12. Johnny Johnston, June & Mar-tin Barrett, Rima Rudino, Don Glasser Orch with Louis Costello.

Although an entertainment spot of many years standing. The Balinese Room is starting a new name entertainment policy with a better than loud pop. A crammed first-night audience attended the opener last week (12).

or last week (12).

Johnny Johnston, TV, stage and screen performer, sings and emcees the well-paced show into a pleasant evening, giving Indication that the inaugural two-week engagement could possibly be lengthened.

Support is offered by a tap and ballet dancing team, June & Martin Barrett, and their footwork wins them solid mitting. Standout

wins them solid mitting. Standout is a tap-jitterbug routine. Their rhythm and acrobatics is superb, slightly shading their ballet work. A curvy beauty named Rima Rudha flashes violin tricks and provides some very acceptable music at the same time. Don Glasser, featuring Louis Costello backser, featuring Louis Costello backgrounds the show, plus playing for dancing before and after. Jedo.

Ritz Carlton, Montreal

Montreal, Nov. 12 Josephine Premice (with T. Pozo), Johnny Gallant, Joe Scitano Trio; \$1.50-\$2 cover.

Firmly established as a regular returnee to the Ritz Carlton's swank cafe, Josephine Premue preemed (11) to capacity biz before a fashionable crowd of Montreal spenders. Groomed in the usual high fashion that has taken the place of the barefoot native custumes she first appeared in when starting the local circuit. Missever with the emphasis (because of repeated requests from payers going to the Calypso routines which have made her so popular fere.

here.

A slight showing of overconfidence has a tendency to slow apact, causing songstress to product her vamp sessions, and she carras the rather stylized dramatics almost to the overboard point. Showmanship throughout is basically sound, however, and voice propertion is more controlled than on previous hearings. Her new drummer, Tino Pozo, with Johnny Gallant at the plano and the basically shown to boost overall presentation of this personable Haitian.

MIELZINER SETS 1/3 OF B'WAY

B'ham Methodist 'King' Typical Of Respectable Piracy of Stage Rights

Richard Rodgers and Oscar Hammerstein 2d, who have been isked for years over the piracy of their works by lecturers, amateur cama groups, etc., are considering bringing a damage suit to make an example of one of the offenders.

an example of one of the offenders, according to Rodgers, he and his collaborator-partner get reports of around 100 such copyright violations a year, and they have no idea how many others are unreported. Generally, they learn of the incident after it has taken place, in which case they have their attorney write an admonishing letter to the offenders. Occasionally, however, they get advance notice of the illegal performance and send a varning.

varning.

Under the latter circumstances, the composer-producer says, the guilty individual or group rarely expresses particular regret, but usually explains that it didn't realise permission for use of the material was required, and pleads for royalty-free okay on the ground that the performance is for charity. It apparently never occurs to the offender that poor performance by an amateur outfit may damage the work commercially.

Entire matter came up this week

the work commercially.
Entire matter came up this week when Rodgers was informed of an incident of the sort recently in Birmingham. Window-card received in New York announced. "Avondale Methodist Women's Society presents Mrs. Emil Hess in the Broaday performance of 'The King and I.' Y.W.C.A. Auditorium, Admission 51." Similar piracy of other R & H

Continued on page 73)

Anything for a Plug; Broadway's Hokiest P.A. In Free Baloney Offer

Saul Richman is a pressagent who has yet to dream up a gag too who has yet to dream up a gag too outrageous to try in a bid for newspaper space. He's the one who cooked up the wheeze last season of having the maids' union threaten to picket the Broadway play. "Mid-Summer," in protest against the slovenly servant portrayed in the show.

against the slovenly servant portrayed in the show.

He's such an unregenerate fictionalist, in fact, that a few eynics suspected his machinations behind the highly publicized vendetta between moppet actress Jenny Heeht and the management of the same show. For the record, he denied any such inspiration.

Things have apparently been a little slow lately in the stint-publicity dodge. Anyway, Richman came up last week with the following release, printed here complete as an example of his art: "Potential producers of forthcoming Broadway productions have inst been notified at a sure very in which to cut down overhead and expenses. "The Zion Kosher Meat Company has offered, regardless of the status of advance sales or magnitude of the stars, to furnish free of charge all props pertoining to scient.

sales or magnitude of the stars, to furnish free of charge all props pertaining to salami, buloney, liverneurst, corned beef, pastrami, etc., in edible or, display form depending monthe nature of the particular state.

"The Zion people feel that this dynamic invitation should be a boon to producers and should result in many more theatrical ventures for the forthcoming season."

Eartha Kitt in Drama

Hollywood, Nov. 17.
Eartha Kitt, currently at the Mocambo here, will make her U.S. legit dramatic debut in "Mrs. Patterson," a new play by Charles Sebree and Greer Johnson, which Leonard Sillman will produce on Broadway early next year,
Miss Kitt's only previous dramatic assignment on stace was with Orson Welles in a European production of "Faust."

WHERE'S MY CUT?

Mayor of Lambertville Says St. John Terrell Promised

New Hope, Pa., Nov. 17. New Hope, Pa., Nov. 17.

St. John Terrell has been hit with a \$25,000 suit filed by former Mayor Naylor, of Lambertville, N.J. Naylor claims that Terrell had promised a financial payoff for any efforts made by him in promoting the establishment of former's Music Circus, summer tent operation, in Lambertville.

Naylor claims that as Mayor he fought against a plan to tax the operation.

Lunt May Stage Audrey's 'Undine'

Alfred Lunt is being sough as director of "Undine," Jean Giradoux drama being readled for production by the Playwrights Co., probably with Audrey Hepburn as star. However, the whole project hinges on settlement of a hassle over which of two adaptations, one by Schuyler Watts and the other by Maurice Valency, will be used.

used.

Although neither Lant nor Miss Hepburn nas signed to the slow, they are no leastood to the slow, they are no leastood to have too bal agreements. However, Miss Hepburn's agent, Music Corp. of American, as well as officials of Paramount, to which she is under film contract, reportedly don't like "Undine" as a vehicle for her.

Set to follow "Luddine" on the

"Undine" as a vehicle for her.

Set to follow "Undine" on the
Playwrights schedule is "The Winrer," new Elmer Rice drama for
which the principal hitch is the
scleetion of a suitable femme lead.
Diana Lyun, currently starring in
the London production of "The
Moon Is Blue," would be a choice,
if available.

BALTIMORE-YORK, PA. **ALTERNATING STOCKS**

Baltimore, Nov. 17.

Baltimore, Nov. 17.

Parkway Theatre here, dark for more than a year, will reopen Nov. 23 as a legit house. Former firm showcase has been taken over for stock productions by Don Swann Jr., who'll operate the venture in conjunction with his neally-acquired York (Pa.) Theatre, Productions will be brought in after a week's run at the York house.

Swann will employ two acting

Swann will employ two acting companies, rotating between York and here and playing one week in

Local operation is billed as Hill-top's Horseshoe Theatre, in refer-ence to the construction of the stage, which resembles a horse-shoe and combines feature of both arena and proscenium staging.

General manager at the Parkway will be Ray Hamby, while Robert Herrman will direct the presentations and William Roberts will design the scenery.

Revive Brooklyn, U.S.A.

Hollywood, Nov. 17.

Hollywood, Nov. 17.

Thesp Richard Benedict turns producer next week with a revival of "Brooklyn, U.S.A." dohn Bright-Asa- Bordages melodrama based on the exploits of Minder. Inc. Play was originally presented on Broadway in 1941.

ed on Broadway in 1941.

Benedict will also direct and costar with Lois Andrews. Actor will essay the same role he portrayed five years ago when Lionel Stander revived the play at the Hollytown Theatre here. Eponning showcasing will be at the Martel Theatre. Hollywood Eonicy, rd filmery which has been used for strip revues of late.

HAS HAD 188 IN 30-YEAR CAREER

With the opening of "Kind Sir." at the Alvin, N. Y., scene designer Jo Michiner is represented by eight shews on Broadway—one-third of the current list. All are hits or, as in the case of the new comer, "Kind Sur." a likely hit.

conier, "Kind Su," a likely hit, Last August, when the Broadway show lineup was down to 13 en bries, Mielziner was represented by seven productions, all hits. Dur-ing his 30-year career as a design-er he bas done 188 Broadway pro-ductions, including eight Pulitzer and seven Critics Circle prize win

and seven Critics Circle prize win ners.

In the nine years that Variety has polled the N. Y. Critics, Michaelman and the New Y. Critics, Michaelman and the Season six times, and has the co-selection the three other times. Never in lent history, it's believed, has any craftsman had a comparable record.

Started As Actor

After studying at the Pennsylvania Academy the National Academy of Design & Art Students and the Academy of Fine Arts, Philadelphia, Michaelman and the Academy of Fine Arts, Philadelphia, Michaelman stage manager with Jessie Bonstelle's stock company in Detroit. He first appeared on the Broadway stage in "The Failures," in 1923-24.

He made his debut as a New York designer with "Nerves," the first production effort of the late Dwight Decre Winnan, with a cast including Humphrey Bogart, Mary Phillips 1 Bogart's wife at the 'Continued on page 76)

(Continued on page 76)

'MY 3 ANGELS' PAYS ITS ANGELS \$7,500

With the return of another 77.500 of capital last week, "My 3 Angels" has now repaid \$22,500 on its \$75,000 investment. As of Oct. 31. the Arnold Saint Subber, Rita Allen and Archie Thomson production still had \$16,809 unrecouped of its \$56,838 opening night cost.

For the five weeks ended Oct. 31. the Sam and Bella Spewack adaptation of Albert Husson's Parisian farce grossed \$91,624 and carned \$8,431 operating profit, less \$1,371 expense for a display advertising spluree. After the return of capital, the assets included \$12,426 londs and denosits. \$4,000 advance royalty, \$15,000 sinking fund and \$4,271 available for return to the investors.

Currently in its 37th week at the Morosco, N. Y., "Angels" is due to go on tour Jan. 4 or a week

Barnard Inks Houghton As Drama Consultant

As Drama Consultant
Norris Houghton has been apmointed consultant in dramatics at
Barnard College, N. Y. Directorproducer-writer will advise the college on its drama curriculum and
on plans for the new Minor Lath
am Drama Workshop.
Houghton, incidentally, is coproducer with T. Edward Hambleton of the series of five plays to
be presented at the Stuyvesont
Theatre, N. Y., beginning Dec. 1,
with "Madam Will You Walk."

Robert Downing

has written a searching jab on that time-honored show biz legend

'George Spelvin'

a bright byline plece in the farthcoming

48th Anniversary Number

VARIETY

No Dearth of Musical Houses Despite Early-Season Low Note

SEATTLE LEGIT CHANGING

Met Due For Wrecking—Old Moore Under Becket Lease

Scattle, Nov. 17 The future legit site in this com-munity will be the Moore, one of iddest in Scattle, capacity 2 0c0. X 10-year lease commencing June 1.

10-year losse commencing June 1.
1955, has been secured by Hurth
Becket, who will lose his current
house, the Metropolitan, locat di in
the center of the mammoth Olyme
pia Hotel. It will be razed on and
after Nov. 1. 1954 when Beckets
current lease expires.

Situation means that there will,
he an interlude of several months
when Becket may be obliged to
shop around town for available
houses to handle traveling legit atfractions. However, the Metropolitan may not be furned over fowretkers pronto and could be used
beyond the expiration of lease.

Moore, which will be remodeled.

Moore, which will be remodeled, has lately been used by a religious

Praise Equity For Segregation End

Washington, Nov. 17.

Washington, Nov 17.
Three day annual pow-wow of National Conference of Christians, and Jews past week was high-tighted by cooperation of show higher and appearance of several entertainment personalities. Conference lass groundwork for National Brotherhood Week in March, an annual observance which is largely dependent on full participation by all media of communications, including radio, TV and notion pictures.

AFL president George Meany, in an address before the conference.

pictures.

AFL president George Meany, in an address before the conference, landed Actors Equity and other AFL cutertainment unions for their fight against discrimination in the theatre. The labor leader reminded his andience that it was largely due to Equity's bay on its members playing the National Theatre here when it refused admission to Negroes, that the banwas litted and the capital now has three 'non-segregated legits.

Harold Fellows, NARTB press, poke at a morning workshop, and Sir Cedric and Lady Hardwick nairated a dramatic presentation pointing up the theme of brother-hood, Jins Falkenburg was chairman of a Youth panel George Murphy, in town to attend a USO-Pal luncheon at the White House, attended the final luncheon, but was unable to participate in a dramatic skit as skedded because of larvingits, NIC stoffer gave the skit. Principal luncheon speaker kit. Principal luncheon speaker as botel mogul Conrad Ililion.

Bride Cried' Readying

Bride Cried." by Mae
"The Bride Cried." by Mae
Coop it and Grace Klein, is being
readied for Broadway production
by Donald Wolin, and Harold
Schill with David Alexander set
as director. Wolin was last represented on Broadway two seasons
ago, with "The Brass Ring," by
fiving Elman, produced in association with Donald Flanun, Latter
will—also be associated in "The
Bride Cried."
"An Ancient Instinct." by Sigmind Miller, had been slated for
Broadway presentation this season by Wolin and Schilf, after a
strawhat tryout last summer at

son by Wolin and Schill, after a strawhat tryont last summer at their Theatre-by-the Sea Maturauck, R. I., but it has apparently been dropped.

The authors of "Bride," who are sisters, previously wrote "Lily Henry," a dramatization of their own povel. It was abandoned during rehearsal by Mary B. Frank and Peter Cookson, who consequently returned the financing to the beckers and absorbed the loss personally.

serious shortage of musical houses this serioster has talled to materiadize. Main Stein exit of a trio of longrins later this month and the prior closing of two thiners has cased the benthing stination for the meaning some and dancers. Only one major musical presentation has come in so far this season. That was "Carrival in Flanders," which closed after six performances at the Century. Other closer was "Hazel Flarg." which tolded at the Hellinger in Stitember.

Systember, Longruns, which failed to hold as strong bo, dures this fall, one "Wish You Were Hene," "Guys and Dolls" and "Porcy and Bess " All ofe closing Nov. 28

Jobbs' and "Porsy and Bess" All are closing Nov. 28

Projected 'Lasicals that have taken form so far include "Kisinet," "John Marray Anderson's Admana." "The Girl in Pink Lebis," "By the Beautiful Sig" and "Seven and 'g Cents." Of, this quinter, three already have delimite theatre commitments, while two are without a designated house. Lafter duo are "Sea" and "Seven and 'g scheduled for respective openings Feb 24 and March 1. "Little Jesse James," currently in rehearcal, is another musical which has taken shape, but as yet doesn't have a definite Broadway berth. It's scheduled for Broadway ber the taken shape, but as yet doesn't have a definite Broadway ber the tree unaccommodated shows will make difficulty in finding. Lomes. Of the lagge capacity houses, the Century is emrently compty, bolowing off the recent clasing of "Sherbock Holmes." With "Guys" bowing out Nov. 28 to jour, the 46th Street will also be vacant. "South Parelle" is due to leave the Broadway Jan 18 to make way for Robaid Petit's Ballets de Pais, which opens the following out, Whether the Rodgers, & Hammerstein show will switch to another ocation isn't i-povn yet.

"Klemet" is 1-to move into the Zeefeld Die 3 Iodowang the exit

ocation isn't hown yet.

"Klemet" is 1 to move into the Ziegled Dr. 3 todowing the exit of "Porgy," which is young out on tour, "Wish" how out of the Imperial Nov 28 powing the way for "Almanae" to sat up shop at the theatre Dre 30 "Tights" is stated for the Hellinger week of Feb 22, Large-capacity hours, which are sewed up with a tar the St. James ("The King and I's Sirubert ("Can, Can"), Majestie "We and Juliet), Winter Garden ("Wonderfol Town") and Alvan (Kind Su")

'Children's Hour' Opens Without Any Certainty On Chicago Censors

Chicago, Nov. 17.

Although no official word has come from the Police Censor Board, "The Children's Hom" is apparently getting the greenlight this time. The Lillian Hellman drama was mixed by the censors when a professional company attempted to bring it back in 1936. However, an amateur group was permitted to stage the play four years later.

permitted to stage the play four years later.

While it's beheved unlikely the board will take action now with the play into its second, week, the slight possibility of a delayed ban still exists. It's recalled that "To-bacco Road" was obsted by the city censors in 1926 seven weeks after it connect.

censors in 1936 seven weeks after it opened.

Censorship angle got a hig play in the Chicago daines prior to the current opening. San Fones editorialized on the subject after the play arrived last week, pointing any "the difference between honky tonk indecencies and adult theatre." The reviews from the four local critics, all, highly favorable, also touched on the censorship issue.

Leonard Warren, Mcl. Opera-bantone, left Monday, 16. For Italy, to make his European debut Dec. 8 at Milans La Sacila, singing his 160th performance of "Regu-letto," Hell be back in January to begin, his Mct. engagements.

With six members of the Playwrights Co. getting program credit, the billboard page of the Playbill for "Sabrina Fair," the firm's new production, has enough names for a musical show. At the top of the page, just under the Playwrights billing, are listed the names of the members, Maxwell Anderson, Robert Anderson, Elmer Rice, Robert E. Sherwood (all dramatists), Roger L. Stevens (realtor and legit financier) and John F. Wharton (attorney).

and legit financier) and John F. Wharton (attorney).

Immediately below, in maximum-size type, are listed costars Margaret Sullavan and Joseph Cotten, and beneath them in equal-size type the play's title. Next, in capitals of app. oximately half the same size, is the name of the author, Samuel Taylor, and below that in equal-size type but with the first names lower-case, are featured players Cathleen Nesbitt, John Cromwell, Luella Gear, Russell Collins, and in the next line, Scott McKay and Robert Duke. Next, H. C. Potter gets director billing in the same size type, followed in progressively small type, Donald Oenslager as scenic designer and Bianca Stroock as costume supervisor.

Although the billing of the other current Playwrights show, "Tea and Sympathy," also lists all six firm members, fewer of the actors get billing, so the credits of the production are simpler.

Legit Bits

Joshua Sheiley, chiefly active in tele the last season or so, is set for a featured role in "The Giri in Pink Tights," new musical being readied for production by Shepard Traube, with Rence Jeanmaire as star. Shelley first drew Broadway attention in "Make Momes Broadway attention in "Make Mine Manhattam" in 1947-48. ... Carol Channing is set as star of Wonderful Town," either to head a touring facsimile or to succeed Rosalind Russell, If the latter leaves the show on the expiration of her contract next May 29. ... Anthony O'iver and Brenda Bruce get star hilling this week in "Gently Doës It."

"Gently Doës It."

"At the Barrymore, N. Y., as its December selection. Ned Armstrong out ahead of the Molly Pleon show, "Make Momma Happy". "Ale Rhehard Trags, 13, is one of the leads in "The Imporents" in Carol Channing is set as star of Wonderful Town," either to head a touring facsimile or to succeed Rosalind Russell, If the latter leaves the show on the expiration of her contract next May 29. ... Anthony O'iver and Brenda Bruce get star hilling this week in "Gently Doës It."

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get star billing this week in "Gently bobs It."

Rommey Brent will stage "Dear Charles," with Oscar Karlweiss as males lead and Donald Oenslager designing the scenery. Rex Barrison is understood to have been in line to direct the show, but withdrew when Annabella was signed as siar. Charles Mooney is set to be company manager, pending his admission to necobership in the Assn. of Theatrical Press Agents & Managers, with Bill Fields stated as pressagent and Jack Effrat as stage manager... Ward Morehouse, drann columnist of the N. Y. World-Telly, last week quoted Phil Baker as readying a one-man show and Judith Anderson as planning to emulate Scrah Bernhardt in playing Hamlet. emulate Soling Hamilet

canulate Serah Bernhardt in playing Hamlet
Yolande Donlan, nixed by BritIsh Equity from playing Peter Pan
in London this Christmas, is
threatening to return to the U.S.
Jean Studelon has withdrawn
from the off-Brondway "American
Gothic" to take a part in the onBrondway "In the Summerhouse,"
with Sy'via Meredith succeeding
to the Greenwich Village stint.
Harold Kusell will company
manager the new touring edition
of "Gnys and Dolls". Whatever
happened to Jed Harris? ... Rodney Millimgton, director of Spotlight, the British casting directory,
is due Der. 2 for a five-week showcatching visit to New York.
Ernest Rawley, monager of Her
Majesty's Montreal, is in town
this week to on the new shows
... Ditta Karl Krue, drama deltor
of the Putisburch Sun-Telly
Margaret Poillips takes over the
femme lend Dec. 7 in "Dial M for
Murder," sneceding Gusti Huber,
with whom the management didn't
agree on terms for the forthcoming road tour.

The Theatre Guild, already
framming a production of Walter

The Theatre Guild, already planning a production of Walter Macken's "Home is the Hero," has also acquired Charles Morgan's Pritish drama, "The Burnin's Glass," which it has scheduled for production this season in partners Glass," which it has seneduled no-production this season in partner-ship with: John C. Wilson. It will also team with the latter in the presentation next season of Mor-gan's "The River Line."

presentation again's The River Line,"
Eleazer Lipsky, novelist-brother of pressagent David Lipsky, has finished a new play ... Sam Jaffe will appear in "Mademoiselle Covillappear in "Mad of pressagent David Liesky, has the limithed a new play . Sam Jaffe will appear in "Mademoiselle Colombe" . Norris Houghton, to producer with Edward T. Hambleton of the new Phoenix Theatrestock company, N. Y. has been appointed drama consultant at Barnard College . Elizabeth Patterson will have a featured role in "His and Hers" . Mary Hartig, who played Joan one of Melvyn play has gone back into the part on the road.

Cast of "The Family Man" will include Burgess Meredith Martia Scott, Thomas Chalmers, Una Merkel, Gienn Anders and Michael Wager . Harold Arlen will compose the score for "House of Flowers," new Truman Capote play to be produced by Arnold Saint Subber . The Fireside Theatre will publish Robert Anderson's "Tea and Sympathy," current Playwrights Co.-Mary K. Frank smash son.

joining Barry Hyams' publicity staff.

David Brooks, lead in the forthcoming Broadway musical, "Girl in
Jink Tights," is in the Virgin Isles
this week, for a nitery date at the
Virgin Isle Hotel. It's a repeat
engagement.

Producer Kermit Bloomgarden,
author Lillian Hellman, and assistant director Del Hughes back to
N.Y. after launching of "The Children's Hour" Chi appearance last
week. Sam Weller in Chi advancing "Misalliance," which opens
at the Schwyn Nov. 30. Courtney Burr and Dixie French scanning Chi production of "Seven
Year Itch". Ralph Kettering in
for a two-day quickie plugging Chistop for "The Caine Mutiny Court
Martial."

Robert Preston will costar with

stop for "The Caine Mutiny Court
Martial."

Robert Preston will costar with
Celeste Holm in "His and Hers,"
the new Fay and Mickael Kanin,
comedy ... Noel Coward is half
linished writing the book, music
and lyries of a tune adaptation of
"Lady Windermere's Fan" ... "Mademoiselle Colombe" is the
new title of the Robert L. JusephJay Julien production of Louis,
Kronenberger's play, previously
called "Colombe" ... "The Onick
Years," first play by Vance BourJaily, editor of Discovery mag, will
be presented next Wednesday (4)
by the Actors & Writers Theatre,
N. Y., with a cast including Saul
Davis, Gina Shield and Lilija Austrin.

trin.

Mary James, whose appearance several years ago in an Equity Library Theatre production of "Macdehen in Uniform" led to her role as featured femme lead opposite Walter Huston in "Apple of Ilis Eye," plays Brigid in the ELT's current "Shadow and Substance"... John Reese has been signed for "Family Man" on the basis of his appearance as the mute in the ELT's "Madwoman of Chaillot"... Former monpet actor Louis Beachner makes his staging debut with the ELT's "Shadow and Substance"... Lynn Thatcher is playing Rosalie Wells in the touring "Children's Hour."

Faraway Meadows, the 302-acre estate of Garson Kanin and Ruth Gordon at Newtown, Conn., is for sale at \$147,000. Property was previously owned by the late Grace Moore... Frederick de Wilde will be stage manager of "Family Man," for which Osear Olesen, newly admitted into the Assn. of Theatrical Press Agents & Managers, will be company manager ... Joe Shea, pressagent for the touring "Guys and Dolls," will go out ahead of the Broadway troupe when it goes on the road in two weeks. trin.

Mary James, whose appearance several years ago in an Equity

No. American Preem For Coward 'Values' in Canada

Ottawa, Nov. 17.
Noel Coward's London success
of two season's ago, "Relative
Values," has its North American

Values," has its North American premiere here next Tuesday (24) in a Canadian Repertory Theatre production at LaSalle Academy.
Coward directed but did not appear in his comedy, which was produced at the Savoy by H. M. Tennent, Ltd., with Gladys Cooper, Angela Baddely and Charles Cullum in lead roles, Araby Lockhart, Amelia Hall and William llutt will do them here, and extended the substitution of the Canadian capital's wilder stock, now in its fifth season.

'PICNIC' PAYS \$30,000

Backers Have Made 52.8% Profit Thus Far

Payment of an additional \$30,000 dividend last week on "Picnic" brought the distributed profit to \$95,000 to date on the Theatre Guild - Joshua Logan production. Figuring on the conventional 50-50 split between management and backers, that gives the latter a 52.8% profit thus far on their \$90,000 investment.

For the five weeks ended Oct. 31, the William Inge drama grossed \$132,588 for an operating profit of \$34,086, bringing the net to date to \$123,564. After distribution of profits, assets included \$20,000 cash reserve and \$8,564 available for distribution.

The Pulitzer and Critics Circle prize winner is currently in its 30th week at the Music Box, N. Y.

'Juliet' Recoups 345G Prod. Cost

"Me and Juliet," Rodgers-Ham-merstein musical at the Majestic N. Y., paid off this week. The show recouped its \$354,000 produc tion cost as of Nov. 7 and returned the balance of its \$300,000 invest-ment this week.

ment this week.

Production, which opened May 28 to a large advance sale but grudging reviews, has gone over capacity eight of its 25 weeks to date, averaging more than \$14,400 a week operating profit. Earning back its \$354,000 cost in only 2312 weeks is believed to be a record.

weeks is believed to be a record.

Factor in the musical's huge attendance despite the disappointing reviews is believed to be the unprecedented TV-radio exploitation that been given by NBC, whose allihate RCA-Victor put up \$187,500 of the \$300,000 investment the \$112,500 balance was supplied by composer-producer Richard Rodgers and lyricist-producer Oscar and lyricist-producer Oscar was applied by presentable. ers and lyricist-producer Of Hammerstein, 2d, personally.

HYLTON'S 'MATCH' LOOKS SET FOR LONDON RUN

London, Nov. 17.

Jack Hylton brought the North Country farce, "The Love Match," to town after its season at Black as a twice-nightly attraction pool, as a twice-nightly attraction at the Palace, where it preemed list Wednesday (10). Without pre-tense of a plot, it relies for its laughs on the antics of its star. Ar-thur Askey, and Glenn Melvyu, who also authored the piece.

Press reaction was mainly favorable and the production looks set for a moderately profitable season

Crix Laud Williams' Meller in Glasgow

Glasgow, Nov. 10.

Someone Waiting," new murder thriller by actor-manager Emlyn Williams, played to rave notices from crix here. Three-actor stars the author and features Adrianne Allen.

Allen.
U. S. rights have been acquired by Sol Hurok, who presented Williams on his recent one-man Dickens' tour of America. Play opens in London next month. Due to his British click, it's unlikely the author will be able to star in the American run.

Crix-Crossed

Sidelight of the NY. Met Opera's opening Monday night (16) was the huddling of mu-sic critics in the lobbics at the first intermission, beefing about their seat locations and comparing notes. Several of the N.Y. daily reviewers— World-Telegram & Sun, Post, World-Telegram & Sun. Post, and Brooklyn Eagle—were at turthest left of the house, while a couple more fortunate syndicate and weekly mag reps were on a centre aisle. One poor appraiser was palsied, but good; he and his wife, also on the left outside lane, had a pole between them!

One beefer felt that some of the tone was cut off from his far-left lookout. Others expected to call a huddle of the critical —ternity to see what could be done about the situash in the future.

Inside Stuff—Legit

A week after the event, London columnists were still commenting on the changes made to the mission hall scene of "Guys and Dolls" in the Royal Command variety performance. Hannen Swaffer, writing in the People, said the cuts seriously annoyed Buckingham Palace and a Palace official sought advice on demanding their restoration "as it might even be thought in the States that the Queen has herself asked for an American scene to be altered." The scene was originally chosen because it was Princess Margaret's favorite, but the Princess subsequently remarked that she missed the uniforms. The Queen said she liked to see things the way they were.

Last-minute decision to revise the scene and blot out the words "mission hall" from the set and dress the Salvation Army lasses in multi, was taken to avoid offending religious susceptibilities of members of the audience who would be in the theatre solely in support of a Royal charity gala. The scene had received the approval of the Lord Chamberlain and there was no censorial intervention from his office.

Shows playing the Ziegfeld, N. Y., have to use electrical equipment belonging to Billy Rose, owner of the theatre. Rental involved comes to about \$300 a week. As far as known, that's the only New York house with such a requirement.

In most cases the show managements involved do not object to the In most cases the snow managements involved do not object to the amount of the rental, since they'd have to hire electric equipment somewhere else anyway. However, some producers don't like the arrangement, on the ground that it requires the crew that has been with the show on the out-of-town tryout tour to familiarize themselves with the Ziegfeld setup in the few days of dress rehearsals and previews available before the premiere. Similar complication occurs if and when the show goes on tour after the Ziegfeld run.

Although most producers rent necessary equipment from Century Lighting or some other firm, a few managements such as Rodgers & Hammerstein, the Theatre Guild, George Abbott and Leland Hayward own it and rent it to their shows (and occasionally to other producers.)

An exhibit of paintings and drawings by legit personalities is being displayed at New York's City Center, concurrently with the eightweek drama season which began at the theatre last Wednesday (11), Among those represented are Jose Ferrer, Alfred Lunt, Richard Whorf, Paula Laurence, Elmer Rice, the late Gertrude Lawrence, Beatrice Lillie, George Axelrod, Bramwell Fletcher, Jessie Royce Landis, Staats Cotsworth, Joan McCracken, Hurd Hatfield and Carol Channing, Also Judy Rice, daughter of Elmer Rice and actress Betty Field; performers Yale Wexler, Len Mence, Isabella Hoopes, Marta Becket, Bill Summer, Leonard Graves, Chris Alexander, Diana Herbert, Bill Penn, Tom Tyron, John Glennon, Evelyn Page; publicist Phyllis Perlman, and Shaun O'Brien of the Ballet Theatre.

Peter Ustinov, author of "Love of Four Colonels," now touring the U. S., who last week acted as guest TV critle for the London Evening Standard, has been nominated by a reader of that paper as potential British ambassador to Moscow. The writer, complaining that the present representative does not speak Russian, suggests that if there is no suitable career diplomat available, Sir Winston Churchill might "search elsewhere for a distinguished Russian-speaking Englishman to do the job." Ustinov he says, has other qualifications which Russians are quick to appreciate—"wit, humor and he is a man of the theatre who takes an adult interest in world affairs."

Singer-dancer Sheila Arnold had a "relapse" last week, going back for a one-night appearance in a show she'd previously left. However, the move amounted to a feat rather than a come-down.

the move amounted to a real rather than a come-down. Miss Arnold, a chorus member and understudy for the femme lead. Lilo, in "Can-Can," at the Shubert, N. Y., filled an emergency request to sub for Iva Withers for one performance as Miss Adelaide, femme lead in "Guys and Dolls," at the 46th Street, N. Y. She was formerly a chorus member and understudy in the latter show, transferring to "Can-Can."

Stage & Screen Foreign Press Club, association of foreign correspondents in N. Y. covering show biz, will host Charles Boyer and "Kind Sir" cast-members at a brunch in the Sert Room, Waldorf-Astoria, N. Y., Sunday (22). Joseph D. Shipley, prez of the N. Y. Drama Critics Circle, will be guest speaker, and Saul Colin, of the French press, will be moderator. Theme of the brunch will be "Theatre As An International Language." It will wind up with an informal mass press interview held by Boyer.

Rosemary Casey's "Late Love" went through some impromptu script changes at last Wednesday's (11) evening performance. Lucile Watson had to ad lib her way through a portion of the play when an off-stage accident held up the entrance of one of the players. When actress got back to the original text, she broke up the cast and audience with the fluft. "I never read Skelley's Ode to a Shylark without thinking of Sarah."

Met Opera's SRO 'Faust'

cap — as rakish and stylish as old Nick could wish.

For all this dazzling musical gallimatiry, the stubholders forked over \$65,336, for an alltime boxoffice record. Top was \$30 (just as last year, when the take hit the previous record of \$59,957). Rearrangement of orchestra had added 155 seats this season, for a new house capacity of 3,620, there were also 360 standees) and the \$30 top obtained throughout the orchestra (where last year's old orchestra circle seats brought \$22).

onstage, the "Faust" had as much an international—flavor as did the audience, with a Swedish Faust, Spanish Marguerite, Russoltalian Mephistopheles, American Valentin, and a French conductor, ltalo-French designer and British stage director. It was the Met debut of Nicola Rossi-Lemeni as Mephistopheles, and of Peter Brook (who staged Broadway's "Little Hut" and video's recent "King Lear") as director.

The 78-year-old Pierre Monteux was back in the Met pit for theirst time since 1919, adding a youthful vigor and spirit to the production that was briskly contagious. A Gallic maestro also made a French opera really sound message for the depth and fictioness of other Met bassos.

as rakish and stylish as old! French again, instead of Italian,

mongrel or what-have-you.

Rolf Gerard's sets and costumes were original, lush and eye-filling, and between Brook's brisk staging, Gerard's decor and Zachary Solov's choreography and group preparate the worked wonders. Solov's choreography and grown movements the worked wonders with limited space and opportunity), this was a sprightly stage event. Purists will argue about the switch in time element, with certain incongruitles as well as ilberties, but the new version makes for feathers there ther

tain incongruitles as wer so makes for far better theatre.

Victoria de los Angeles, finest artist in the cast, made a lovely Marguerile, with a careful, artist in constitue sobrano voice.

Occasional de la constitue sobrano voice.

N. Y. City Opera Winds Up 5-Week Season With 177G Gross, 40G Loss

The New York City Opera Co., winding up its fall season at City Center. N.Y., Nov. 8, grossed an approximate \$177,000 on the 33 performances of the five-week run, for a very satisfactory take. Even at that, with a \$3.60 top evenings at that, with a \$3.60 top evenings and that, with a \$3.60 top evening management expects to show the content of the Southern Appalachian Mountains visit provide the background management expects to show the content of the Southern Appalachian Mountains will provide the background management expects to show the content of the southern Appalachian Mountains will provide the background management expects to show the content of the c he, management expects to show \$40,000 loss on the season when bills are in.

all bills are in.
Company, however, is satisfied with its showing, especially on the musical side. Of the two new works done, Gottfried von Eirum's "The Trial" in its American premiere) was an artistic success, and "Hansel and Gretel," it's feit, will prove an ideal mattnee draw for the repertory.

draw for the repertory.

Troupe is out on a three-week fall tour, on limited guarantees, and should return showing a profit for the trip. It will resume at the Center in the spring, late in March, for its usual five-week run, when management expects to do more new works, in keeping with its policy, despite high costs involved.

Company is 10 years

Company is 10 years old this serson, and last week it received a graceful note from Rudolf Blng, general manager of the Met Opera, on its anniversary. "The musical life of New York and, indeed, hencical has been greatly enriched." on its anniversary. The musical life of New York and, indeed, America has been greatly enriched by the courageous and imaginative achievement of the City Center Opera, and your company has established itself as a permanent contribution to New York's cultural life," Bing said.

SETTLE GEST-BELASCO **ACTION OUT OF COURT**

San Francisco, Nov. 17.

An out-of-court settlement of the four-year suit in the estate of Morris Gest, involving the \$167.000 likerary estate of David Belasco, has been announced by Simeon Gest, brother of Morris and a Hollywood stage producer.

By the settlement, rights to Morris Gest's autohiography written in

By the settlement, rights to Morris Gest's autobiography, written in collaboration with Oliver M. Sayler and Marjorie Barkentin, are restored to Simeon Gest by Henry Loverich, 84, who received the bulk of the Morris Gest estate. Morris Gest was married to Reina Belasco, David's daughter. The estate went to her uncle, Loverich, after her death.

Also assigned to Gest by Love-

Also assigned to Gest by Loverich are all production rights to the David Belasco adaption of the German play, "Die Ballerina Des Koenig," as well as Morris Gest's portion in the estate of his father, deceased, which consists of property in Germany. A cash consideration also figured in the settlement. Also assigned to Gest by Love-

San Anton' Has Outdoor Historical Drama Yen

San Antonio, Nov. 17. Plans are being laid for an outdoor historical pageant here similar to those at Boone and Cherokee, N. C., and elsewhere, James E. Devoe, local impresario,

has been corresponding with Ker-mit Hunter, author of several such pageants, concerning possibility of a local show to be staged in the summer.

'King' Piracy Continued from page 71

"Oklahoma," "Carousel."

whows. "Oklahoma," "Carousel."
"South Pacific" and even the relatively new "Me and Juliet" are a familiar but still annoying story. Rodgers indicates.

Mrs. Hess' Liability

The composer-producer points out that the copyright law provides, for a \$250-per-performance fee for public performance of each song. To if Mrs. Hess sang five numbers from "King," she would be liable for a \$1.250 royalty payment. Copyright laws do not permit unauthorized dramatic performance of material, Rodgers added, and he and Hammerstein have never okayed such use of their works.

He figures the only way to discourage piracy of the sort would be to bring a punitive court action, with plenty of publicity, to set an example.

Legends, ballads and folk dances of the Southern Appalachian Mountains will provide the background material for a new symphonic drama by Paul Green to be presented in Berea, Kentucky, in 1955. Offering will mark the 100th anni of Berea College. An outdoor theatre will be constructed for the offering, which is scheduled for a 60-performance run during July and August of '55. Theatre is being donated to the college, while individual backers are footing the cost of putting on the presentation. College funds will not be used for the project. the project.

Green's previous symphonic dramas include "Lost Colony," "Common Glory" and "17th Star,"

Curtain Time' a Click 'Short' History of U.S. Stage From 1820 to Date By ROBERT DOWNING

Most acceptable of recent "short" histories of the American theatre is Lloyd Morris' "Curtain Time" (Random House; \$5).

Time" (Random House; \$5).

Morris is no stranger to show biz. With John van Druten he dramatized "The Damask Cheek" in 1943, and in his tomes "Postscript to Yesterday" and "Not So Long Ago," Morris chronicled stage, screen and radio.

"Curtain Time" picks up the story of the native stage in 1820. William Dunlap's "History of the American Theatre" appeared in 1832. With these two volumes at hand, a reader can, with reasonable accuracy, follow theatrical developments in this country from the beginning.

"Curtain Time" is lavishly illegated.

"Curtain Time" is lavishly il-lustrated from dozens of rare prints and photographs. For once, publishers have given a substantial reference work a heavy-duty duty jacket the H. Lawrence Hoffman) that is both attractive and ser-viceable.

Morris is known for the pleas-ant "readability" and grace of his literary style. "Curtain Time" is well-organized. Facts are inter-spersed with aneedotes, many of them apparently from fresh

Our theatre's roots, its growth and palmy days, its giants, the lore of the frontier stage and the latter-day road, are given equal attention. Events from the 1920s forward, however, suffer considerable telescoping.

able telescoping.

In a comprehensive study of this nature, running less than 400 pages, there are bound to be sins of omission. It is the author's duty and privilege to be selective. Thus, one is grateful for Morris' accounts of the Dramatists' Guid and Actors' Equity, but regretful that other stage unions are neglected.

Except for restating the origin except for restaing the origin of showboats and minstrelsy, there is little coverage of these patently American institutions; nothing about tent shows; and small men-tion of the brawny "A. H. Woods school" of 10-20-30 melodrama. Fluctuating patterns in national impactive ceitifician are not analymatic criticism are not anal-

Insufficient attention is paid to Insufficient attention is paid to the rise of scenic designers and to technical advances in current the-atre. The great days of stock are slighted. The musical stage is t.cated, but not burlesque or residential. vaudeville.

The author does not assess the foreign-language theatre in Amer-

Principal value of Morris' work Principal value of Morris work lies in his examination of various trends and changes which have influenced our stage, and which are traced with skill, "Curtain Time" obviously is the work of a man who loves and respects the theatre. It is an important addition to every stage library. every stage library.

Jacqueline Holt, daughter of Paramount producer Nat Holt, will play the femme lead in the national company of "The Moon Is Blue" which tees Christmas Day in Cleve-land. She formerly understudied Maggie McNamara in the role.

Billing

Billing
Canadian Press reported an exchange between two U.S. photographers covering President Eisenhower's visit to this Canadian capital Friday (13). When the saturnine Governor General appeared to Freet Ike, one Said, "Who's that?" "That's Vincent Massey." "Who's Vincent Massey's brothers."

"Gee, no kidding!"
The actor is a few years the younger.

No Jones Beach For R&H in '54

A Rodgers & Hammerstein rep-ertory season at the Jones Beach (Long Island) outdoor theatre will (Long Island) outdoor theatre will have to wait a year or two, at least, because of the producers' currently pressing commitments. When Oscar Hammerstein 2d huddred with N.Y. State Park Commissioner Robert Moses, he saw the latter's Idea that "Show Boat" would be a "natural" for the aquamarine amphitheatre. In fact, Hammerstein added, he has ideas whereby the utilization of a real showboot could bring the action and the actors into even of a real showboat could bring the action and the actors into even more intimate relationship with the audience, instead of that wide expanse of water as now has obtained with the lagoon presentations of Mike Todd's "A Night In Venice," the Johann Strauss operetta,

eretta.

However, R&H have "Oklahoma" due into the new Todd-AO (American Optical 65m third dimension) process, of which Mike Todd, Joe Schenck, George P. Skouras, Lee Shubert, R&H and sundry Kuhn, Loeb and American Optical officials are the prime spirits.

Todd last week released an analysis of the control of the contro

cials are the prime spirits.

Todd last week released an announcement that he was "giving up" the Jones Beach season. Commissioner Moses would have liked Todd to continue had he come up with a fresh production. Todd took the position that the "saturation" had never been reached on. "Night in Venice," but Moses wants a new show each season, whereupon he approached Rodgers & Hammerstein, with an eye to "Show Boat," "Oklahoma" and kindred R&H repertory. repertory.

Todd's deal with N. Y. State called for 50-50 split over \$750,000 gross, which was largely an academic breaking point, as the split wasn't to start until production investiture had been recouped.

Future B'way Schedule (Theatre indicated if booked)

Escapade, 48th St., tonight

Shrike, City Center, Nov. 25. Madam, Will You Walk, Phoenix,

ce. I.
Kismet, Ziegfeld, Dec. 3.
Richard III, City Center, Dec. 9.
John Murray Anderson's Almaac, Imperial, Dec. 10.
Flame-Out, Dec. 14.
In Summer House, week Dec. 14.
Prescott Proposals, Broadhurst, tec. 16.

Dec. 16. Oh Men, Oh Women, Dec. 17. Family Mam Coronet, wk, Dec.

Family Mam, Coronet, WK, Dec. 20.

Dead Pigeon, Dec. 23.
Charley's Aunt, C Center, Dec. 23.
Little Jesse James, Wk. Dec. 28.
Sing till Tomorrow, Dec. 29.
Mile. Colombe, wk. Jan. 1.
His and Hers, Jan. 7.
Coriolanus, Phoenix, Jan. 19.
Caine Mutiny Court Martial,
Plymouth, Jan. 20.
Confidential Clerk, Feb. 3.
By the Beautiful Sea, Feb. 24.
Girl Pink Tights, Hellinger, 2/25.
7 and 12 Cents, March 1.

Vet Theatre Historian

Charles O'Brien Kennedy has his awn analysis on What's

Entertainment?

a bright byline place in the 48th Anniversary Number

VARIETY

Two O'Clock Wednesday Matinee At Nixon, Pitt, Credited for Business

'Guilty' Preems in Dallas; Eight Tryouts on Sked

Dallas, Nov. 17.

"The Guilty," drama by Harry Granick, preems here Monday (23) at Theatre '58 for a three-week run, the second of eight new scripts offered by managing director Margo Jones. Author is here for rehearsals and opening night performance.

Switch in sked at local arena the-Switch in sked at local arena the atre puts an eighth new play, "Happy We'll Be," by Alejandro Casona, in the holiday slot, Dec 44 Jan. 2, originally tabbed for "Merry Wives of Windsor." Shake-speare classic has been postponed to April, which allows Miss Jones to offer eight new scripts, the Bard's romantic comedy and a repertory festival, each getting a three-week display.

Marian Anderson Free To Play Lyric, Balto; **Board in Face-Saver**

Baltimore, Nov. 17

Marian Anderson may be the first Negro artist to appear on the stage of the Lyric Theatre here as the result of a resolution passed by the executive board of the theare. A bid from the Baltimore Fellowship, Inc., to rent the local concert hall for an Anderson con-cert early in January had been turned down by the management in line with the theatre's ban on Negro attractions. Theatre policy, however, calls for non-segregated however, calls for non-segregated audiences.

audiences.

After the management's refusal to book the concert despite the availability of the house on the desired date, the issue snowbahed with negative response from the press and Lyrie patrons.

Last week, the hoard reversed itself, allowing the Fellowship chapter to book the house in a lengthy explanation, the management stated it was deferring to Miss Anderson's "artistic standing" and the "earnest requests from the stockholders and patrons," but its rule would stand they are a private business corporation and "not subject to any compulsion or restraint under the provisions of the Federal Constitution," whatever that means. tion," whatever that means

'Little Jessie James' Into Taft, Cincy, on Nov. 30

Taft, Cincy, on Nov. 30 Cincinnati, Nov. 17
Revival of "Little Jessie James" opens Nov. 30 at the Taft here. This is the 1922 intimate musical by Harland Thompson and Harry Archer who later did several other successful Broadway shows belore ending their partnership.

Show has a promotional tieup with Crosley stations, WLW, radio and TV, arranged by film promotionist Terry Turner.

Noel Coward

Continued from page 2 .

tinguishing between good light

tinguishing between good light music and bad light music, and the public are so saturated with the cheaper outpourings of Tin Pan Alley which are dimed into their ears interninably by the BRC that their natural taste will som die a horribly unnatural death."

Commenting on the American music invasion which began immocously before the first world war. Coward assert, that a beachnead was established with trying Berlin's "Alexander's Ragtime Band" which took British composers by surprise. It was reasonable to suppose, he surmises, that a large number of potential youngsters were whed out in those sad years and the surviving boys came home to an occupied country. The American victory was a fait accoms. American victory was a fait accom-

American victory was a fait accompli.

The Noel Coward Song Book, which includes a full color portrait by Clemence Dane and four color plates by Gladys Calthrop, as well as over 100 line drawings, Is one of the most elegant book productions of the year.

Myro. Is a will replace Gervaise Mathews, who is ill and returning to Ireland.

Drama director at Radio Eirlegham director at Radio Eirlegh

Policy of house manager Gabe Rabin of ringing up at 2 p.m. for the Wednesday matinge at the Nron, Pittsburgh, is getting favorable comment from manager of touring shows. Idea, which has been tested with varying results at other theatres in key cities, is apparently paying off at the Nixon, where aftendance has reportedly been notably heavy for the midweck matinee this season.

Theore is that in starting the

Theory is that in starting the formance at 2 o'clock instead the traditional 2.30, the largeby femme audience is able to get ont about 4.30, thus avoiding the 5 o'clock commuter rish and ont about 4.30, thus avoiding the 5 o'clock commuter rish and petting home in time to prepare e-mer. Actors also seem to favor the earlier matinee, as it gives them more lessure for dinner and a chance to be fresher for that evening's show.

As one touring manager ex-pressed it, Rubin is one road the-atre man who doesn't "just sit around and whine about sagging grosses, varying the monotony oc-casionally by a turn or two in their swivel chairs and dreaming of the good old days."

8 O'Clock New To Chicago
Chicago, Nov. 17.
"Time Out for Ginger," due at
the Harris here Jan. 11, will have
ay 8 o'clock curtain opening night,
idea of producer-director Shepard
Tranbe is to give the critics more
time to write their reviews. It's
standard practice in New York,
but will be an innovation here.
As the producer of the touring
'Bell, Book and Candle," which
played an extended run in Chi two
sersons ago, Tranbe experimented
with various different performance schedules here, including an
carly-curtain Tuesday nights.

FORM 'BRIGADOON' UNIT FOR CONCERT BOOKING

A "Brigadoon" package, designed primarily for, concert presenta-tions, is being offered by David Brooks and Herman Krawitz, For-Brooks and Herman Krawitz, For-mer had the male lead in the orig-inal Broadway production of the musical in 1947, and last summer was lead and stager for a harn ver-sion. Offering utilizes a cast of 20, eight principals and 12 singers and dancers. Production, which costs an average of \$1,600 per night to put on, travels via buses and car-ries its own crew, lights, sets, and costumes. Presentation has been put on in Canada and travels no

ries its own crew, many costumes. Presentation has been put on in Canada and travels no more than 200 miles a day.

Package was directed by Brooks, Producers plan to augment the offering with two after microstal "Caraceel" and "Great Waltz" and present the trio of timers in repetent

estory.

Margaret Webster as a ted in an advisory capacity. Brooks, incledentally, was recently lighted for heading role in the forthcoming mesical, "Gul, in Pink Tights."

N.Y. Editor to Pick Groups For Can. Nat'l Ballet Fest

Toronto, Nov. 17.

P. W. Manchester, managing edi-tor of Dahce News, N. Y. has ac-cepted invite of the Canadian Bal-let Festival Assu, to be this sea-son's adjudicator for companies wishing to participate in the Test.

Festival, the sixth annual national meet of Dominion bidlet troupes, is skedded for week of May 10 here. Adjudications will take place here the first two weeks in Februsia.

Dublin Players in N.Y.

Dublin, Nov. 10.

Dublin, Nov. 10.

Ginette Waddelf, actress daughter of Abbey playwright Ruther-tord Mayne, bowed out of Radio Eircann's Repertory Co', has planed to N.Y. to join the Dublin Players on the current coast to-coast tour under Clark H. Getts direction. She will replace Gervaise Mathews, who is ill and returning to Ireland.

Design director at Radio Eirchen.

Plays Out of Town

The Present Proposals
Leland He was denoted in a comedition in these will have a constant in the second in the sec

body into a car and report death as having taken place there. All concerned also swear secrecy resources for the body into a car and report death as having taken place there. All concerned also swear secrecy resources for the body into a car and report death as having taken place there. All concerned also swear secrecy resources were and feature it unit decisions. New Body for the body have been for the body for the body have been for the body for the body have been for the body fo

stirring theatre after probing the deaths of this subject.

At present, "Proposals" is abone of moderately interesting the deaths and moderately interesting observation is not to disparage the quality of performances, all of moderately absorbing means that the material now in the probable boat in these values, the wired "moderately" can well because the play's Nemesis.

In these days of Polle 100 prosessor of the present of the property of the play's Nemesis.

runs the play's Nemesis.

In these days of Polly Adler bestsellers, and "come-home-all-isforgiven" reaction to disfilusioned former Red sympathizers, it is a most question whether or not the main moral thread of this story will be accepted or merely shrugged oft. If the latter feeling persists, then there just isn't any play here.

persists, then there has sure my hay here.
Play opens with Jan Capek,
Czech delegate to U.N. and years
before lower of Mary Prescott,
United States delegate, suddenly
dying in her apartment, where he
had come, unsuccessfully, to rekindle a bong-dead romantic spark,
Incident of his death brings implication, of notential international Incident of his death brings implication of potential international follows. Also, despite innocence of circumstances surrounding his death via heart attack, U. N. committee members fear effect unon acceptance of the Prescott Proposals if knowledge of the death in the Prescott apartment is tied in with exposure of a Capek-Pres-

In the title role, Katharine Cornell makes a charming and efficient Mary Prescott. Her deft handling at the U.N. committee member assignment makes the character a believable, sympathetic and at times idealistic person. The gamut from romanticism to a declaration of hope for mankind is capably traversed by the distinguished actress.

In order of featured billing first-rate thesping jobs are chalked up by Felix Aylmer, as the staid representative from United Kingdom; Lorne Greene, sure-tooted radio commentator; Ben Astar, explasive Soviet committeeman; Roger Dann, suave rep from France; Bartlett Robinson, delegate whose death blows the Starting whistle on the complications. Others worthy of mention are Minoo Daver, delegate from Pakistan; Boris Tumarin, Czech delegate.

Premiere was some 15 minutes overboard, due somewhat to him.

Premiere was some 15 minules overboard, due somewhat to Lind-say's Jeisurely pacing. Two ex-cellent sets have been devised, one

an apartment living room, other a U. N. committee room. Final scene employs a gimmick by show-ing action in a distant room scene employs a gimmick by sho ing action in a distant roo through a wall-map scrim in the instant root instance in the instance of the instance in a distant root instance in a distant root in a distant root in a distant root instance in a distant root i heightens dra-ss Cornell has garbed in both

Flame-Out

Hartford, Nov. 12.

M. M. Preductions present, on of comcry spans in three acts. A comparation of the comp

"Flame-Out" was especially written by stage-screen actor Alan Jowbray for the U. S. Air Force is part of its entertainment program. For nearly a year it was performed in all types of military installations with a soldier cast. Four members of the present company — including the assistant stagemanger — were part of the original troupe.

original troupe.

As a USAF venture, "Flame-Out" found a readymade audience, which might — in most instances — be classified as a captive audience. It dealt with a topical subject, the Korean war, and with men sweating out a situation, a common allment in the service. It dealt with gripes — also a common silvent. Thus it contained a common silvent. Thus it contained a common silvent. dealt with gripes — also a common ailment. Thus it contained a com-bination of factors that insured acceptance.

ds acceptance.

As a civilian enterprise, "Flame-Out" fails to make the transition. In addition, the comedy-drama has been preceded by a couple of stirring plays, "Mr. Roberts" and "Stalag 17." With these two as a basis for comparison, "Flame-Out" lails to meet the test.

basis for comparison, "Planie-Out" lails to meet the test.

With no name value on the marquee, and a weak plot, "Flame-Out" starts out with two strikes against it. Only name value is that of its author-director, Mowbray, Mowbray made a magnanimous gesture when he forced the New Persons management to a last-minute change in program credits so that he received minor billing to the cast, all of whom were tisted as featured. However, from a b.o. standpoint it was unwise, because his is the only name associated with the project.

"Plame-Out" tries very hard to be a husky, bawdy piece of merchandise, Sans sex, it finds itself dealing with a group of jet pilots on the Korean front. Grounded by a heavy stretch of rain, the fliers (Continued on page 76)

Plays on Broadway

Sabrina Fair

Playwrights Co, production of comedy in two acts (four scenes) by Smuuel Taylor, Sort Morgarel Sullavan, Joseph Cotton, four scenes by Smuuel Taylor, Sort Morgarel Sullavan, Joseph Cotton, Commission of the Com Astronal, N.Y., Not. 11, 33; \$554.00 (85) opening.
102 Lorraines | Cathleen Ne bitt |
102 Lorraines | Ji. |
103 Worth McKinlock | Luella Gear |
104 Worth McKinlock | Joseph Cotten |
105 Worth | Joseph Cotten |
105 Worth | Joseph Cotten |
106 Worth | Katharine Rahl |
106 Worth | Robert | Scott Next |
107 Worth | Market Subara |
108 Worth | Market Subara |
108 Worth | Market Subara |
108 Worth | Market | Scott |
108 Worth | Market | Scott |
108 Worth | Market | Market |
108 Worth | Market |
108 Worth | Market |
109 Worth |
109 Worth | Market |
109 Worth |
100 Worth etchen bring Fairchild icchil-Cung Woman ung Mon

Maybe what the theatre needs is tess seriousness and more fun. That seems a fair conclusion after seeing "Sabrina Fair." For this new Samuel Taylor comedy, produced by the Playwrights Co. with Margaret Sullayan and Joseph Cotten heading an unusually distinguished cast, makes theatregoing a picasure.

Taylor, who bullseyed several

ing a pleasure.

/ Taylor, who bullseyed several seasons ago as the adaptor of "The Happy Time" from the Robert Fontaine novel, has come up with another light, witty romantic comedy that is hardly calculated to impress the heavy thinkers. "Sabrina Fair" is frankly a Cindevella story with a poshy Long Island society sheen, a fairly standard situation and the expected conclusion.

It makes no pretense of being

ation and the expected conclusion.

It makes no pretense of being intellectual, profound or important. But it is believable enough in an effortless way, besides being amusing and quite entertaining. Come to think of it, perhaps that's not so important after all. What's wrong with giving the audience agood time? At any rate, "Sabrina" is enjoyable theatre,' and should have a substantial run and make a handsome profit for everyone concerned.

Those concerned, by the way,

a handsome profit for everyone a handsome profit for everyone concerned.

Those concerned, by the way, include Paramount Pictures, which obtained the screen rights in a preliminary deal and has just shot the picture version as a vehicle for its new star, Andrey Hepburn, for whom it should be a natural. As a legit item, the comedy should be a bunanza for the Playwrights, bracketing with the smash "Tea and Sympathy" to give the firm the most lucrative brace of concurrent hits in its 15-year history. "Sabrina" is about a girl who returns from five adventurous years in Paris to her home as the chauffeur's daughter with one of those teddibly rich, refained North Shore families. She throws the genteel domestic and social works askew and, but natch, marries the unregenerate bachelor son. As a blay it is an unabashed trifle, but Taylor's slick writing makes it plausible and very infectious.

The show is superlatively done. Miss Sullavan is unquestionably miscast as the girl of about 26 or 27, the slightly rewritten role that Barbara Bel Geddes can now properly kick herself for ditching on the eve of rehearsals. But Miss Sullavan is thoroughly convincing as the romantic but level-headed Sabrina, and of course her magnetic stage personality and potent boxoffice draw will help the show conomously.

Cotten is fine as the succession.

boxoffice draw will help the show enormously.

Catten is fine as the successful businessman's son who hides his intense romanticism under an ag-gressive realism. In the power-nouse supporting cast there are excellent performances by British actress Cathleen Nesbitt as the wealthy matron who combines the senses of propriety and humor, and John Cromwell as a fiercely antiquated but vastly likable patri-arch.

antiquated but vastly likable patriarch.

Luellar Gear clicks as the sharpeyed and similarly tongued houseguest. Russell Collins as the excessively class-conscious chauffeur who stuns everyone by turning out to be a stockmarket Croesus an immensely funny scene. Scott Mc-Kay as the disarmingly lightweight son, and Robert Duke as the heroine's transatlantic admirer.

H. C. Potter's direction has a knowing, commercial touch, Donald Oenslager has designed a suitably sumptuous setting of a mansion terrace overlooking the Sound, and Bianca Stroock has provided appropriately stunning gowns.

gowns.
"Sabrina Fair" is an admirably professional show.

Hobe.

John Loder cast as an Egyptologist in "Down Came a Blackbird," in the present of the work of the work

Cyrano de Bergerae

New York City Theatre of protion of dramatic revival in 150 pro tion. Jean Dairwmin
N.Y. NW. 11, '53,' S
Porter
Cavahier
Masketeer
Masketeer Chirle Sandy Campbell Prindle, Peter Bo Betty B G G John Gl Pastry Cooperate Principle Part Brit Lise

Clase

Jose Ferrer and his equally commendable supporting stalwars who'll be knocking themselves ort at City Center for eight weeks at an 835 weekly Equity minimum, are showing how much they enloy the sheer pleasure of acting with the exuberance of this revival of "Cyrano de Bergerae." New version, is being played in a little too broad a style, so that some of the poeting unality of the Rostand romance is lost. But it's staged with gustour if spirit, has lots of flavor, and is certainly a bargain at the Center's \$3.60 top.

The Center's Ferrer Festival in

certainty a bargain at the Centar's \$3.60 top.

The Center's Ferrer Festival on which the actor will play four different shows in eight weeks will find Ferrer directing most of them, white unofficially also producing along with Jean Dalrymple, who's in charge. Varied responsibilities don't seem to faze Ferrer. In the present "Cyrano," which he did before on Broadway, and for which he won an Osear in the film version, Ferrer is having himse something of a field day for night; hamming it up (although very amusingly) all over the place. The swagger suits the role, the play and the atmosphere generally. When Ferrer isn't the swashbuckler, he's often the poet, his poetic moments (as when he's declaring his unrequited dove for Roxane through his fellow musketeer. Christian-having deep poignancy.

The Center has been layish with its production for excellent visited.

having deep poignancy.

The Center has been lavish with its production, for excellent visual regults. Cast is unsually large for the stage, and even bit parts expertly handled stand out. Particularily striking are Richard Whort's sets, another commendable culto contribution from a busy Broadwayite. Costumes and lighting are also above-grade, while the whole presentation shows taste and insignation.

presentation shows taste and imagination.

Support to Ferrer is somewhat uneven. Arlere Dahl is strikingly beautiful as Roxane. Her vice is occasionally too harsh or flat and her acting lacks depth. In certain moments, however, as at the balcony scene, sile tennes of very well. Douglas Watson is quite good as bashful, tongued-fied Christian, and Ralph Clanton except in certain romantic moments with Roxane is effective as do Guiche. Philip Huston occasionally underplays the warmth of a le Bret, Cyrano's confidant. Laurence is saucy, sure and Laurence is saucy, sure and Laurence and the support of the

Rosten's 'Mardi Gras' Has Ulric and Ellington Music

Viric and Ellington Music Norman Rosten's "Mardi Gaus-is scheduled for an out-of-town two out at the Shubert Theatry, Was-ington, beginning Jan. 6. The-at-thony Parella production, vid-into rehearsal Dec. 14. Leave Ulric will star in the presented directed by Peter Cass. A live of score for the straight play is set in Concy Island, his written by Duke Ellington.





MERVYN NELSON

"JAZZ TRAIN" "ROARING TWENTIES" "THE YEAR ROUND" "FRANTIC THIRTIES" "GASLIGHT FOLLIES"

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Conventions Help Chicago's Trio; 'Itch,' \$25,000; 'Hour,' \$15,400

Chicago, Nov. 17.
Combination of a new influx of onventioneers and fine weather ded Windy City's legit trio last cek. Midweek holiday matinee

week Midweek nonday matnee helped.

Lepoming are "Misalliance," into the Selwyn Nov. 30 for three weeks, and "Wish You Were Here," into the Shubert Dec. 8.

Estimates for Last Week Oklahoma, Shubert (6th wk) (58 10.0). Over \$22.600.

Seven Year Itch, Erlanger (8th wk) (55; 1334) (Eddie Bracken). Stronger at \$25.000.

The Children's Hour, Harris (1st wk) (53 80; 1,000) (Patricla Neal, Fay Bainter). Fair \$15.400.

Cleveland Gives 'Ginger' \$21,200; Hanna Cries For More Bookings

ec 21.
Millon Krantz, Hanna manager,
ilying to New York this week to
e if he can line up something for
drama-hungry buyers of subription ticket books.

PRESCOTT PROPOSALS. \$23,800, NEW HAVEN

New Haven, Nov. 17.
Premiere of "Prescott Proposals"
Katharine Cornell) at Shubert last seek (11-14) garnered hefty biz at each of five performances. At \$4.80 op, this meant a sellout \$23,800.
In his single solo stand at Shubert for Sunday (15), Charles Laughton hit a light \$1.200 at \$3.60 op.

top.
Current is full week (16-21) of
"Twin Beds," town flooded with
two-lor-ones. Next week gets
percen of Cheryl Crawford's "Oh
Men! Oh, Women!" (Franchot
Tone), with lively advance interest
evident.

Power-Baxter 'Body' Clicks in Reading, Pa.

Reading, Nov. 17.

"John Brown's Body" with Ty
me Power, Anne Baxter and

amond Massey, was the first

nancial success of the season

textured the show in the 2.100-seat

and Theatre here. The Com
mity General Hospital, sponsors

the show, stated they made a

model and the state of the state of \$2.500 after all expenses

of taxes were paid.

It taxes were paid.

The hospital signed an agreemt with the Paul Gregory-ories Laughton combo for a pre-tation of "Caine Mutiny Court trial" next, year. Receipts go Gords the hospital's building

\$35,900 in High Schools For 'South Pacific' Tour

Battle Creek, Mich., Nov. 17. National company of "South Pace" took in nearly \$35,900 last lek in split engagements become the Sexton Highschool audium. Lansing, Mich., and the diogg auditorium here. Musical wed Lansing Monday (9) ongh Wednesday (11), drawing \$15,100 for the stand. Show ned here Thursday (12) and through Saturday 114, pulling almost \$20,800.

r \$15.100 for the Statut of the Court of the

STRONG REVIEWS NO HELP

Pittsburgh Gives 'Hippodrome'
A Red-Splashed \$16,000

Pittsburgh, Nov. 17. Harold Steinman's arena spec-tacle, "Hippodrome of 1954," fea-turing "The Dancing Waters," took it on the chin last week at The Gardens, getting only \$16,000 in eight performances. That's a very thick splash of red ink in every direction. direction.

"Hippodrome" got a sock can paign for some time preceding the engagement here and then drew engagement here and then drew a set of uncommonly warm notices from the critics, all of which was expected to produce some results. But they just wouldn't come, despite continued press support throughout the engagement, and played to mere handfuls until the final couple of shows, when interest perked up a bit.

This was the poorest attraction has done since it went on tour early in the fall.

'MAID IN OZARKS,' **COLUMBUS**, \$13,800

COLUMBOS, \$13,000

Columbus, Nov. 17.

"Maid In The Ozarks" collected an estimated \$13,800 in eight performances at Hartman last week, very profitable with a top of \$3.75 on a twofer basis.

Jose Greco Dancers is next attraction to light house with two appearances Sunday (22). "Time Out For Ginger" is scheduled Nov. 20-Dec. 2 and "Little Jesse James" comes in Dec. 7 following opening at Taft, Cincinnati.

Current Road Shows

(Nov. 16-28)

American Savoyards—School of Seign And., Providence (19-21); National, Wash. (23-28).

Caine Muliny Court Martial (Henry Fonda, John Hodiak, Llovd Nolan) (tryout)—Mun. Aud., Enporia (16); Kansas State College Aud., Manhattan (17); Hoch Aud., Kansas Univ., Lawrence (18); Coliscum. Nebraska Univ., Lincoln (19); Mun. Aud., Sloux City (20); Coliscum. Sloux Falls (21); KIRNT Theatre, Des Moines (22); Opera House, Chi (23-24); Sholem Temple, Chi (25); College Field House, Beloit, Wis. (26); Aud., Milwakee (27); Highschool, Neenah, Wis. (28) (Reviewed in Variety, Oct. 14, 53).

Children's Hour (Patricia Neal, Fay Bainter)—Harris, Chi (16-24). Evening with Beatrice Lillie Beatrice Lillie)—Nixon, Pitt. (16-21); Cox, Cincinnati (23-24). Flameout dryout)—Locust St., Phila, (16-28) (Reviewed in Variety

His week).
Good Nite, Ladies — Arcadie,
Wiehita (27-28).
Guys and Dolls (2d Co.)—Tower,
Atlanta (16-21).

Atlanta (16-21).

In the Summer House (Judith Anderson) (tryout) — Parsons, Hartford (26-28).

John Brown's Body (Tyrone Pawer, Anne Baxter, Raymond Massey)—Opera House, Boston (16-21); Her Majesty's, Montreal (23-28).

John Murray Anderson's Al-manae (tryout)—Shubert, Boston (16-28) (Reviewed in Variety, Nov. 11, '53',

Kismet (Alfred Drake) (tryout)
Shubert, Phila. (16-28) (Reviewed in VARIETY, Aug. 19, 52)
Maid in the Ozarks — Aud.,
Rochester (23-29).
Make Momma Happy (Molly Picon)—Parsons, Hartford (19-22);
Walnut St., Phila. (23-28).
Misalliance—Shubert, Wash. (16-28)

Oh Men, Oh Women (Franchot Tone) (tryout) — Shubert, New Haven (26-28). Oaklalioma—Shubert, Chi (16-

Pal Joey (Harold Lang)—Taft ud., Cincinnati (16-21); Nixon

'KISMET' PICKS UP TO

BIG 40G IN PHILLY

Philadelphia, Nov. 17.

"Kismet" proved much stronger in its second stanza at Shubert, with heavy buy following Sunday columns, plus the fact that the musical was town's only legit attraction. Concert-stage production of "John Brown's Body" in three nights at Academy of Music, failed to repeat its sellout performances of last year.

Estimates for the stronger of t

of last year.

Estimates for Last Week
John Brown's Body, Academy of
Music 3.000; \$5 2012 Tyrone Power,
Anne Baxter, Raymond Massey).
Clocked up only one solid evening
at \$22,000.

at \$22,000.

Kismet, Shubert (2d wk) (1.870, \$5.20). Affred Drakel. Word-of-mouth, heavy ad compaign and newspaper plugs getting, results; strong \$40,000.

'Almanac' \$35,900, Shaw 16½G, Hub

Boston, Nov. 17.

Week biz was brisk. "Misalliance." in final week at the Colonial, soared substantadly over its initial week and "John Murray Anderson's Almanae." in first full week of pre-Broadway revamping at the Shubert built, meely. Revue continues here with addition of several new skits, plus seissoring of some deadwood uraterial.

Under Guild subscription, Katharine Cornell, starring in "The Prescott Proposals" opened at the Colonial last night (Mon.) for a fortnight with near sellout advance. "John Brown's Body" returned the same night for a single week at the Opera House.

Estimates for Last Week
John Murray Anderson's Almanae, Shubert (2d wk) (\$48.0-\$6; 1.700). First fullweek nabbed a slick \$34.900.

Misalliance, Colonial (2d wk) (\$4.60; 1.500). Finale picked up nicely to \$16.500.

Shows in Rehearsal

Keys: C (Comedy), D (Drama), CD (Comedy-Drama), R (Revue), MC (Musical Comedy), MD (Mu-sical Drama), O (Opera).

Family Man (C) — Producers Theatre, prod; Alan Schneider, dir.; Burgess Mcredith, Martha Scott, stars

dir: Burgess Meredith, Martha Scott, stars.

His and Hers (C)—Albert Selden, Morton Gottlieb, prod.; Michael Kanin, dir; Celeste Holm, Preston Foster, stars.

In the Summer House (D)—Oliver Smith, Playrights Coprods; John Siix, dir.; Judith Anderson, star.

Little Jessie James (M)—Terry Turner, Hal Oliver, prods; Robert C, Jarvis, dir.

(httner, Hai Onver, proos.; Robert Javvis, dir. Oh 'Men, Oh Women (C) — Oh 'Men, Oh Women (C) — er, prads.; Edward Chodorov, dir.; cranchot Tone, Betsy von Fursten-

Francio I one, gersy on Fulsical-berg, stars.

Shrike (1)—N. Y. City Theatre Co., prod.; Jose Ferrer, dir-star, Madam, Will Yon Walk (C)— Phoenix, prod.; Hume Cronyn, Nor-man Lloyd, dirs.; Jessica Tandy, Cronyn, stars.

Current London Shows

London, Nov. 17.

SCHEDULED OPENINGS
Pygmalion, St. James St. (11-19-53).
Someone Walting, Globe (11-20-33).
Pleasure Your Co. New Water (11-20Day By The Sen, Havman ket. (11-20-

CLOSED LAST WEEK
Anastada, St. James (8.9.53),
Israel in Kilchen, En basse (11.3.53),
Sendos Charde, Americka (11.8.53).

New Hits Spark B'way Biz Upturn; 'Cyrano's' \$44,000 Center Record, 'Sabrina' Smash \$26,000 in First 7

Biz took a general rise on Broadway last week, although some of the weaker entries dipped. Musicals took the biagest jump over the previous week, going as high as \$4,700 in the case of "South Paerfie." Of the straight plays, "Dial M for Murder" shot up \$2,400 over the previous session.

The City Center scored a record opening week's pross with "Cyrano de Bergerac," which bowed at the theatre last Wednesday all) for a 16-performance stand. Only ether opener, "Sobrina Fair," which preemed the same night, looks like a smash.

like a smash.

Shows that went over capacity were "Can-Cin," "Kind Sir," "The Seven Year Itch," "The Solid Gold Cadillae," "Tea and Sympathy," "The Teahouse of the August Moon," "Wonderful Toxin" and "Sabrina" on its half-week run Opening this week are "Escapade," tonight (Wed), and the miscellaneous item, "The Suanish Theatre," tomorrow might (Thurs), a language import from Spain, Estimates for Last Week

a language import from Spain,

Estimates for Last Week

Kens: C (Comedy), D (Drama),
CD (Comedy) Drama), R (Revne),
MC (Musical Comedy), MD (Musical Drama), O (Opera),
Other parenthetic designations
refer, respectively, to top prices,
number of scats, capacity gross and
stars, Price includes 20% amuse-

Can-Can, Shubert 28th wk/ (MC-\$7.20; 1,361; \$50,160), Held at \$50,900.

OMC-87-20; 1,361; \$50,100. Held \$50,900. Cyrano de Bergerae, City Center (1st wk) (D-\$3-60; 3,090; \$58,000) (Jose Ferrer). Opened 16-performance engagement Last Wednesday (16) to six favorable notices (Atkinson, Times; Chapman, News; Coleman, Mirror; Hawkins, World-Telegram; McClain, Journal-American; Watts, Posto and one indecisive veview (Kerr, Herald Tribmie); fiest seven performances and one preview grossed \$44,462, biggest opening week take for a legit show in the house's history.

\$44,462, higgest opening week take for a legit show in the house's history.

Dial M for Murder, Plymouth (55th wk) (1984-80), 1,062, \$29,815).

Maurice Evare's Around \$22,700 (previous week, \$29,360).

End as a Man Vandetbilt (5th wk) (1984-80), 720, \$18,500). Ben (5372ara). About \$6,200 (previous week, \$6,900).

Fifth Season, Cott (43d wk) (C. \$4,80), 1,056); \$25,277). (Menasha Skulnik, Richard Whorf), Same as previous week, \$24,400.

Gently Does H, Playhouse (3,400). Gently Does H, Playhouse (3,400). Gently Does H, Playhouse (3,400). Gently Royale (3,400). Gently Royale (3,400). Gently Royale (3,400). Guys and Dolls, 46th St. (148h) (C. \$6,\$4.80), 1,331; \$31,000). Over \$20,000 (previous week, \$25-200); closing Nov. 28, to tour, Kind Sir, Alvin (24) wk) (C. \$6,\$4.80), 1,331; \$39,450). (Mary Marthic, Charles Boyer), SifO at over \$39,800 (previous week, first five performances and one preview drew standee trade and a gloss of \$30,300.) standee trade and a gross of

drew standee trade and a gross of \$30,300).

King and I. St. James (1381h wk (MD-\$7.20; 1.571; \$51,717; (Yn) Brynner, Almost \$38,600 (previ-ous week, \$35,700).

Ladies of the Corridor, Longacre (4th wk) (D-\$6.54 80); 1.048; \$26-817) (Edna Best, Betty Field). Over \$15,900 (previous week, \$19,800; (closing Nov. 28.

Late Love, Booth (5th wk) (C-\$6. \$480); 1.712; \$30,000; (Arlene Fran-cis, Lucile Watson, Neil Hamilton, Over \$12,000 (previous week, \$14,000).

\$14,000).

Me and Juliet, Majestic (25th wk)
(MC-\$7.20; 1,510; \$58,000). Over
\$\$54,500 (previous week, \$52,000).

My 3 Angels, Morosco (26th wk)
(C-\$4.80; 935; \$24,252). A little better than \$17,700 (previous week).
\$16,300).

Plenie March.

\$16,300).

Pienic, Music Box (38th wk) (CD-\$6,\$4.80; 997; \$27,524). Almost \$24,-900 (previous week, \$24,000).

Porgy and Bess, Ziegfeld (36th wk) (O-\$6; 1.628, \$48,244). Nearly \$21,400, including 20% tax retained by the non-prolit offering (previous week, \$19,990); closing Nov. 28, to tour.

week, 513,3597.

Sabrina Fair, National (1st wk)
(*C-56-84-80; 1.172; \$30,000; (Margaret Sullavan, Joseph Cotten)
Opened last Wednesday (16; night)

two onthuslastic reviews (Alkan-Opened last Wednesday (16) fight to five enthusiastic reviews Calkin-son, Chapman, News; Coloman Mirror Hawkins, World-Teleg are McClain, Johrnal-American and two pans (Kerr, Herald Tribune Watts, Posts tirst five perform ances, and two previous disc

| skindlee trade, with gross over \$26,000. | Seven Vear Heh, Fulton 652nd wk1 (C-\$6-84-80, 1.063) \$23,400 (Ton Ewell). Approaching \$24,600 (previous week, \$24,500).

Solid Gold Cadllac, Belasco (2nd wk: C-\$6-\$4.80; 1.077; \$28,300 dosephine Hulb, Daing capacity but but theatre party commissions culting take to \$27,400 (previous week, first four performances and two previews drew \$20,000).

two previews drew \$20,000).
South Pacific, Broadway (233rd wk) MC \$6.\$480; 1.990; \$44,000).
Martha Wright, George Britton), Almost \$28,000 (previous week, \$23,300).
Take a Glant Step, Lycenin (8th wk) 4D \$4.80, 995; \$22,3459. Around \$11,100 (previous week, \$10,700 not \$11,100 (previous week, \$10,700 not \$12,000 as underquoted); closing Nov 28.
Tea and Sympathy, Barrymore (7th wk) 4D \$6.\$480; 1,060; \$28,360 (Debotah Kerr). Over capacity again, \$28,800 (previous week, \$28,700).

Teahouse of the August Moon, Berk 63th wkl (C.\$6.8440, 1.214; \$24.63th Obayid Waxne, John For-sythe), Over \$31,400, with theatre party commissions still cutting into take quevious week, \$31,300, Trip to Bountiful, Miller (2nd wks (D.\$4.80, 120; \$21,580 (Jillian Gish), Under \$13,500 (previous week, first seven performances drew \$11,500).

drew \$11,500). Wish You Were Here, Imperial 173rd wko (MC-\$7,20); 1,400; \$52,-030). Approached \$39,400 (previous week, \$27,000); closing Nov. 28, to

tone.

Monderful Town, Winter Garden (39th wk) (MC-\$7.20; 1,510; S-41.77) (Rosalind Russell), Almost S55.200 previous week, \$55.100), Opening This Week

Fscapade, 48th St. (C-\$6.\$4.80; 925, \$23.720) (Brian Aherne, Ursula Jeans). Roger L. Stevens Alfred de Lazue, dr. production of Roger MacDongall camedy, opens tonight (Wed.);

Religion on Screen Crimps Passion Play **Under Radio Auspices**

Richinand, Va., Nov., 17.
Black Hilb Passion Play headed by Josef Meier dragged in a dismal \$6.038 during a one-week. 10-per-formance engagement 44-10 at the Mosque here. The 4-610 reat house was scaled at a \$3.75-10p, and some mentioniances; placed to less than was scaled at a 55-75 (op. 300 some performances played to less than 500 people, Religious spectacle was booked in by Jack Stone, acting for Radio Station WRVA. Spom or dropped a sum almost equal to the goess. Helty competition of "The Robe" and "Martin Luther" which played here significancies with Robe" and "Martin Luther" which played here simultaneously with the Passion Play is believed prime cause of lack of interest. Passion play carries a company of about 30 and picks up supers and charities from local sources; Rich-mond Professional Institute he're provided around 60 students for the engagement including a choical

'ROBERTS' REPEATS ST. L. TO STURDY \$15,000

St. Louis, Nov. 17
Two-week frame of "Pal Joey"
wound up at the American theatre
with a sad \$21,500, second frame
with the house scaled to \$4.88.
House is dark until Dec. 6. 486.
"Oklahoma" return for a one week
session.

Okianoma return for a one week session.
"Mister Roberts," which played a total of six weeks several seasons ago at the American theatre is wheeling into second frame at the Impress theatre, with mixed reviews, the play with Wayne Morres, Robert Shawley, Leo Lineker and Jack Hartley in the top roles, drew an estimated \$15,000.

Mowbray's 'Flame-Out' Dim \$2,900 in Hartford

In a three day tryout stand, the new comedy draina, "Flame-Out" grossed a meagre \$2.900 in four performances last Thursday-Saturday, 12-14). Written and staged by Alan Mowbray, the drama had previously played the Arnov-Navy circuit under the spon orship of the Air Force.

the Air Force,
"Make Momma Happ:" taving
Molly Picon, is in for a five day
tand tomorrow (Wed.) through
Sorday (12-29).

Plays Abroad

The Steeping Prince
London, Nov. 9.
L. M. Tennent, Lid., and Laurence
ver Productions, Lid., pessentation of
next in three acts by Terence Ratio
in Stars Vivien Light, Laurence Offsetthree Start Light and costumes by
quer Fures At Phoenia, Theatry, Lonn. No. 5, 5, \$2.15 top.
Vivien Leith

ager Furce Af Probability of the Community of the Communi emees ountess aroness tripidachess triar Domo latter oust Footman

Stripped of the magnetic marquee appeal of its stars and the author. "The Sleeping Prince" would hardly create a ripple on the West End seene. But the combination of Vivien Leigh and Laurence Olivier in a Terence Rattigan opus provides the ingredients for a major boxoffice potential. It would need a starring team of comparable stature to have a charce on the other side of the Atlantic.

Myro.

The Love Match
London, Nov. 11.

Local Methon presentation of remesher
would need a starring team of comparable stature to have a charce
on the other side of the Atlantic.

Rattigan calls his piece "an occastonal fairy tale" which is an appropriate enough description for
this frail period/Ruritanian comtion of King George V. For it is
nothing more than a lightweight
trille of the adventures of a visit
ing grand duke with an Americanborn chorus girl, from a London
nusical, mixed up with vague political machuations in central
Europe.

Visually the production has inmense appeal. The decoratition setting by

The Love Match
London, Nov. 11.

Local Musa, Joe Muskam Tio, Anhea
Archar Askey, Praintes, Toria London, Nov. 16, 32;
and lift Musa, Joe Muskam Tio, Anhea
Archar Askey
Wall Bunus
Glenn Melvu
Wall Bunus
Barator Males
Wall Bunus
Barator M

nothing more than a lightweight trifle of the adventures of a visiting grand duke with an American-born chorns girl, from a London nusical, mixed up with vague political machinations in central Europe.

Visually the production has immense appeal. The decorative legation setting by Roger Furse is a rare treat while the costumes have an appropriate royal splendor. The magnificence of the stage compensates in some measure for the inadequacy of the vehicle.

By far the most attractive feature of the play is the enchanting performance by Miss Leigh who invested conventional situations and even pedestrian lines with a trichness far beyond their merit. Her performance was handsomely matched by Olivier's portrayal of the grand duke. But the necessity for him to speak his lines with a thick guttural accent robs audiences of one of the most attractive speaking voices on the London stage. Admittedly, he did it flawlessly and more convincingly than hiss Leigh's American accent. Almother acting highspot was the content of her "Streetza" rule.

Another acting highspot was the lands of broad farce. There is the form of the content of broad farce. There is the form of the content of the con

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Cambridge, O.

25 Beaver Falls, Pa.

28 Pottsville, Pa.

highly colored performance by Martita Hunt as the scatterbrained grand duchess who takes a fancy to her husband's latest amour and talks her into becoming her tady in fact. Miss beigh becomes a hit with the entire royal family. The sound king, admirably played by fermy Spenser, persuades her to be his escort at the Foreign Office is lail. Fine support comes from Richard Wattis, as a foreign office rep attached to the Grand Duke; Nicola Delman the nasty little princess intended for the young king. Rosamund Greenwood and Efrine Inescort. Inescort.

Othly directed by Olivier,

othly commendable

nar- the play runs with commendable the thency after its provincial tryout. Myro,

door.
Cast plays for all its worth in terms of broad farce. There is hunor without subtlety and incident without plot. It is exclusively tor local consumption and could only bewilder forcingners.

Myro.

London Mask Theatre production of drama in three acts by Bridges Boland, Stars Flora Robson, Directed by Michael Boland, Stars Flora Robson, Directed by Michael Marousen, Ad Duchess, Theatre, London, Seeler, Agatha. 25 long. Flora Robson, Chaplein Ernst Jay Prioress. Fond Lindsey Angels Switten. Ann. Water Switch (2011) Phonone. op, Flora Hobson
Ernest Jay
Find Lindsey
Ann Welford
Peter Motten

Any play starring Flora Robson is bound to arouse considerable interest. But, this latest oppus by Bridget Boland, which has already been broads at, the subject matter is bound to prove something of a drawback even for a star of her magnitude. The background of convent lite and decision of a nim to return to the world involves much talk, fetrospection and justification. There is inevitably too much of all three, and insufficient action to counterbalance.

After 36 years in strictest sechizion in one of the most austere relations orders, a woman decides she has lost her voration, gets dispensation from her vows and returns to the outside world. Her nephew has oftered her a home. Every effort is made by him and his wife to bridge the wide gap between the sequestered calm of Any play starring Flora Robson

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the old life and the noise and rush of modern civilization.

The quioxotic insistence of the boy that his aunt shall make a success of her freedom is explained by the fact he was a prisoner-of-war and has a complex about caged humanity. He is neurotic and defeatist, only kept at a tolerable level by the devoted understanding of his wife. After offering her services in every charitable connection, the aunt realizes the changes that have passed through two world wars, and that she is no longer necessary to anyone.

All the enotional light and shade are effectively conveyed by Alls Robson in the exacting role of the num, particularly in the first shock of encountering traffic and the immodesty of wamen's dress. The younger generation is well represented by Ann Walford and Peter Martyn while Ernest Jay turns in a joeular characterization of a well-meaning priest. Clem.

Mielziner

Continued from page 71

time), Kenneth MacKenna (now Metro story editor and married to Miss Phillips: and William Brady. Jr., son of the late producer.

His Trophies

Pulitzer Prize shows designed by Mielziner include "Strange Interlude" (1927-281, "Street Scene" (1928-291, "Of Thee I Sing" (1931-292, "Abe Lincoln in Hilmons" (1938-1939), "A Streetcar Named Desire" (1947-481, "Death of a Salesman" (1948-49), "South Pacifie" (special award, 1948-49) and "Pienie" (1952-53), His Critics Circle Award entries have included "Winterset" (1933-37), "Watch on the Rhine" (1940-41), "The Glass Menagerie" (1944-45), "Streetcar," "Salespian" and "Pienie". Shows for which he was cited as

Shows for which he was cited as best designer of the season in the annual Varietry poll of the New York critics were "Carousel" (co-selection with George Jenkins, for "Dark of the Moon" and "I kemember Mama." 1944-45, "Annie Get Your Gun" and "Dream Girl" (co-selection with Robert Edmind Jones, for "Lute Song." 1945-46, "Another Part of the Forest" (1946-471, "Streetcar" (1947-48), "Summer and Smoke" and "Salesman" (1948-49), "The Innocents" (1949-50), "The King and I" (1950-51); "Plight Into Egypt" (co-selection with Cecil Beaton, for "The Grass Harp." 1951-52) and "Cancan" (1952-53). Shows for which he was cited as

Current Credits

Current Broadway shows designed by Mielziner are "Can-Can," "Guys and Dolls," "Kind Sir."

Current Broadway shows designed by Mielziner are "Can-Can,"
"Guys and Dolls," "Kind Sir,"
"King and I," "Me and Juliet."
"Pienic," "South Pacific," "Tea and
Sympathy" and "Wish You Were
Here." Still to come this season
is the musical "By the Beautiful
Sea." His tentative schedule for
next season already includes "Fanny;" the Joshua Logan-S. N. Behrman-Harold Rome musical based
on three Marcel Pagnol stories.
Mielziner's total of 138 Broadway productions does not include
additional companies for the road
or London, or such major assignments as redesigning "Wish You
Were Here" so that onstage Swimming pool can be taken down,
shipped and set up again for splitweek stands, or the special touring
edition of "Salesman" that was
shipped by truck. The 183 shows
includes 42 musicals, two operas
and one ballet.

Simple Scenery

Simple Scenery

Although Mielziner is sometimes associated in the public mind with lavish physical productions, especially those involving complicated and heavy scenic effects, he is an advocate of simple scenery. One of his innovations in recent years, for example, was the idea of skeletonized settings, such as drastically reduced the production and operating cost of "Summer and Smoke" and "Death of a Salesman." In the opinion of most of the crities, the imaginative scenery for those two shows heightened their dramatic effect.

The designer has a simple explanation of the critical control o

their dramatic effect.

The designer has a simple explanation of why he has designed so many lavish, elaborate productions.

When a producer has a tough scenic problem, particularly one involving huge, tricky sets, he's apt to come to me," he says. "I not come to me," he says. "I not work about the later of the later." only don't deliberately design over only don't denorate the size productions—I have frequently been instrumental in having the production concept revised so as to simplify the scenic problem. In simplify the scenic problem. In some cases that has involved exten-sive script revision, as with 'Sales-man' and 'South Pacific'."

Plays Out of Town

Syracuse, Nov. 11.
Jamys Russo & Michael Ellis production of drawn are by R.C.
Sherriff, Stars Paul Muni; fostures Madeline Clive, Dennis Hoey, Hollivell Hobbes,
Saaged by Herberl Ratner; sellings and
lightling, W. Brotlerick Hackett, Al. Aslor,
Scraeuse, Nov. 10, 33.
Madeline Clive
Bavid Preston Madeline Clive
Bavid Preston Paul Muni
Baybe Wisson Cliude Horiton
Inspector Hemingway Dennis Hoey
Wr. Petherbridge Halliwell Hobbes
Peggy Dobson Belsy Palmer

Paul Muni made his stage return here this week in R. C. Sherrift's psychological drama, "Home At Seven," and received a hearty welcome from upstaters.

As a vehicle for Muni's talents the Sherriff piece, which had a two-year run in London, seems pretty short on plot in its U. S.

the Sherriff piece, which had a two-year run in London, seems pretty short on plot in its U. S. premiere. The play is slowpaced and overwordy, very English in conception and technique, and dimited to a single scene, as it describes a London bank clerk who suffers amnesia for 24 bours and is suspected of murder and robbery.

bery.

It remains a study of personal torment as the little man examines his own minor deceptions and hatreds in the light of his memory lapse and finds his—wife, a club friend and attorncy equally susspicious. Only his doctor remains laithful.

spicious. Only his doctor remains laithful.
Unfortunately, there is no trick ending to give this plodding tale a last-act lift, as the clerk's actions are quite simply explained by pub-owning friends where he stops nightly for his glass of sherry. As a prospect for Broadway. "Home At Seven" needs a lot of trimming and rewriting to speed it up. And it will still have to rely upon the personal charm and warm acting of Muni to put it over. There is good support by Dennis Hoey as the Scotland Yard inspector on the case, and Halliwell Hobbes, as Muni's solicitor. Madeline Clive is the distressed wife, Lestie Barrie the eaddish friend, and Betsy Palmer the girl from the pub who helps unravel the puzzle.

Premiere, incidentally, is the first pre-Broadway tryont here in

trom the parameter the puzzle.

Premiere, incidentally, is the first pre-Broadway tryout here in 24 years, or since "Cortez," which was offered in 1929, when the Astor was known as the Hick.

Twin Beds

Twin Beds

Mannie Davis Buffalo, Nov. 5.

Mannie Davis Bufducton of conseils in three acts by Salisbury Field and Margaret Mayo. Features Kyle MacDonnell, John Tyers, Ingle Wolfington, Doceled by George Lipon At Erlanger, Buffalo, Ferry Howe, St. 1998. Kyle MacDonnell Charlo Monti, lege Wolfington Bill Howe John Tyers Stride Larkin Suari Kerns Suari Kerns Charles Larkin Omni Olive Manie Monti Monti Olive Manie Monti Monti Olive Manie Foster Malie Marie Foster Manie Foster

Whoever dreamed up the vague project of charging admission for a revival of this antedilinvian farce ought to be charged with trying to take money under false pretenses. Even from the vantage point of 40 years after the event, it seems hard

Flame-Out

sweat out the time and their lives while waiting for clear weather. Play is poised about one of the pilots, who has granted a buddy's wish that he die a hero's death rather than die of incurable cancer. His death would allow his wife a pension and his son a tangible memory of his father as a hero. The pilot's death under mysterious circumstances alerts the others to suspect the friend of some foul play. They hold a kangaroo court trial. Hewever, subsequent events allay their suspicions and the pilot is exonerated.

Introduction of some se., theme, strengthening of the role of Beanie (Herbert Botti and elimination of the bit parts of chaplain and medico, combined with major surgery and plasma injections, might help salvage this otherwise inept comedy drama.

Sound effects (supplied by the Air Force) of jets swooping by are very realistic. One-setter of a combined operations room, radio shack and make ready room, is very effective.

Home at Seven

Syracuse, Nov. 11.

James Russo & Michael Ellis production of drama a Michael Ellis production of drama

'Colonels,' \$25,400, in D.C.

"Evening with Beatrice Lillie" wound up its second and last week at the Shubert Theatre in a rush of business, doing estimated \$30,000 at the boxoffice. George Bernard Shaw's "Misalliance" opened a two-week stand last night (16). At the National Theatre, final week of "Love of Four Colonels" duplicated the first stanza, with \$25,400 taken in. The Slavenska-Franklin Ballet is currently Indifilling a one-week stand at the house.

Schwartz \$3,100, L.A.

Los Angeles, Nov. 17.
Maurice Schwartz continued to
hold the legit banner aloft be
himself last week as the town
imped through another session of
only one offering. His "Mr. Black's
Family" continued on an even keel
with another \$83.00 in the till, due

with another \$3.100 in the till, due largely to private parties.

Continued business prompted Schwartz to announce extension of the run for an additional week. to Dec. 6. It will be followed by a production of Moliere's "The Miser."

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CAB CALLOWAY

Sportin' Life
"Porgy and Bess"
31st Week, ZIEGFELD, NEW YORK

"Cab Calloway's 'Sportin' Life' is a marvelous creation—heroically wicked, magnetic. . . ."

—Brooks Atkinson, N. Y. Times

Mgt.: BILL MITTLER, 1619 Broadway, New York

Talk May Prove Freak Bestseller Rather than antagonize book-Rather than antagonize booksellers and readers, the revelation
of the hoax perpetrated by George
DuPre in detailing his "true" adtentures as a British intelligence
officer in the French underground
is having a reverse effect. It's
pushing. "The Man Who Wouldn't
Talk." authored by Quentin Reynolds and published by Random
House, into the bestseller category.
News of DuPre's phony claims

noids and published by Random House, into the bestseller category, News of DuPre's phony claims brok on Sunday 1151 and immediately led publisher Bennett Cerf to ofter refunds to the 10,000 readers who had paid \$2.75 for their copies. However, on Monday (16) morning, Cerf was swamped with additional orders, with the requests pouring in by telephone-and telegraph. By 10:30 a.m., Random House had orders for 1.700 additional copies of the tome. With three printings—an initial one of 7.500 and a second and third of 2.500—practically sold out, Cerf is readying a new edition which will contain a revised fly-leaf. In essence, it will remove the book from the form of the first of

The story that was too good-to be time.

Reader's Digest, which had published a condensation of the book in the November issue, was also caught out on the limb. Mag will open the already-closed forms of its January Issue to print an explanation of the hoax. Reader's Digest, learning about DuPre from his lecture audiences in Canada, assigned Reynolds to write the sory of DuPre's heroic exploits, including tales of torture by the Gestapo. Actually, DuPre spent most of the war as flight lieutenant on Canada's west coast. For seven years after the war, he had regold triends and other audiences with amazing stories of his war adventures. He was uncovered Saturday (14) by a Calgary Herald reporter, Douglas Collins, himself an ex-British intelligence agent. DuPre's inability to answer simple questions about intelligence procedure led to the uncovery of "tearter".

Strange aspect of the entire situation was that nobody ampers

greatest hoax ever pepertrated."

Stronge aspect of the entire situation was that nobody appears angry at DuPre. Publishers as well as his friends considered him an unassuming individual who sought no monetary gains from his story. He had already carmarked his share of the royaltles to the Boy Scouts of America. His wife, too, stood by loyally. He started lying, she said, to impress her with his courage, "He didn't have to do that," she said, "I loved him the way he was—the best husband in the world,"

Shortest 'Press Merger'
Circulation, advertising lists and good will of the Ironton (O.) Daily News, which was established in 1899, was purchased Friday (13) by the Ironton Courier, which was founded June 29. The News had resumed publication last March after a sixmonth suspension. "High cost of production, direct competition and the lack of proper equipment" was given as reason for the fold.

Town of 16,000 is left with two daily papers, the Morning Courier and the Evening Tribune. News and Courier had combined on Aug at but the merger, called the shortest in newspaperdom, was dissolved law days later. two days later.

two days later,

Considine's 'Humility'

Bolf Considine, in acknowlegding the Banshees' 1953 'Lady' award—the Hearst organization's Oscar for one its byliners or cartoonists—responded, 'Tim so full of humility today that I could get a lifetime contract with Arthur Godfrey.'' It was a jampacked turnout at the Widdorf-Astoria, N. Y., last Thursday 121 for the occasion.

Arthur 'Bugs' Baer emeed, per Issaal, and in introducing Toots

stial, and in introducing Toots for, who followed an intro for a cric. Bacr cracked, "Sorry, fa-er, Toots Shor."

More Show Biz Books
Lawrence Langner, co-founder of the Theatre Guild, did the fore-ord to Eva Gabor's autobiog, forchids and Salami. Tor Double-say publication in January. Same im is publishing "Balanchine stouplete Stories of the Great Balanchine, edited by Fancis Mašon, with annotated section of recordings by Jacques

mails publishing "Balanchine somplete Stories of the Great Jailets," by ballet impresario Gorge Balanchine, edited by Francis Mason, with annotated section of recordings by Jacques Fax.

A \$15 de luxe edition limited to Fig. Copies (for sale) of W. Somers Law, will be issued coincidental this 80th birthday Jan, 25, and ill incorporate a few paragraphs from his recent "A Writer's Note Homosian," illustrated with 16 fawings and decorated endsheets the author, is another fancy the author, is another fancy set item (\$7.50), wherein the British designer and photographer

covers fashions through the years, Lecturer and poet Mrs. Ruby Berkley Goodwin, longtime p.a., secretary and friend of the late Hattie McDaniel, and in like capacity to Ethel Waters in recent years, just had her reminiscenses, "It's Good To Be Black," published by Doubleday. Same firm is bringing out a published version of "The Caine Muttiny Court-Martial." drama just launched by Paul Gregory on the Coast.

Prolific Dick Joseph

Prolific Dick Joseph
Esquire travel editor Richard
Joseph, besides revising and updating his three current sellers,
has done the Introduction to
"Around the World In 1,000 Pictures," by A. Milton Runyon and
Vilma F. Bergane, a picture book
which Doubleday is bringing out
next February at \$7.50, and with
Muriel Richter he has turned out
a \$1.50 liem titled "World Wide
Travel Regulations Made Easy."
Miss Richter is president of the
Woman Lawyers Assn. The Runyon-Bergane book has 10 full-page
maps by Raphael Palacios, with
rolor and black-and-white travel
pictures by Robert Capa, Herbert
List, Konstantin Kostich, Henri
Cartier-Bresson and others.
Joseph has updated his "Money
Converter and Tipping Guide" for
1954 which last year sold 19,000
copies; dittoed on his "World Wide
Travel Guide," which has exceedcd 21,000 copies in the past two
years; and did a third revised edition of his "Your Trip To Britain"
introduction by Sir Alexander
Maxwelly, which sold over 8,000
copies in its first two editions.

copies in its first two editions,

Suit Over L.A. News 'Sale' Hollywood, Nov. 17.

Off-again, on-again sale of the L.A. Daily News brought a \$4.604.

O00 breach of contract suit against publisher Robert L. Smith by Oregon publisher and telestation owner Sheldon F. Sackett. Latter says he agreed to purchase Smith's 3,476.512 shares of preferred stock and 83.845 shares of common stock. amounting to 65'c and 83'c control respectively, plus notes the firm gave Smith totaling \$1.788.804. Entire purchase had value of \$5.000.000 but Sackett was buying for \$1,525.000, plus a contract retaining Smith for seven years as advisor at \$25.000 per year.

Latter backed out last week, Sackett says. He's suing for the difference between the value of property and the price agreed on, plus value of cash stock he had put up to cinch deal. Papers filed in connection with the suit disclose that the Daily News overs the Government \$279.942 in back taxes.

Rosemary Clarke Spot

Rosemary Clarke Spot
Rosemary Clarke, whose radio and film career in Guatemala was interrupted by an attack of polio in June, 1952, and who had previously produced and acted in radio and tele shows in the Albamy area, is now a member of Father Patrick Peyton's Family Rosary Crusade and Family Theatres organization.
Currently stationed in Hollywood, she is writing releases on the Christopher Columbus picture. "Dawn of America," which will be telecast over stations throughout the country during Thanksgiving Week,

Week,

Thespic Traitor
Stagers will find references to the theatrical activities of Major Andre, Revolutionary conspirator, set forth in James Thomas Flexner's new book, "The Traitor and the Spy" (Harcourt; \$5.75).

Not only has Andre been the subject of plays by several American dramatists from Dunlap to Clyde Fitch, but he was himself an actor, playwright and scenic desiener. Author of the first American pageant, "The Meshianza," produced in 1778, Andre courted one of his leading ladies, Peggy Shippen, Peggy, together with Benedict Arnold, completes the trio profiled by Flexner.

After Andre was hanged, one of the best examples of his scenepainting, "a landscape presenting a distant champagne country" of "calm and harmonious" mood, was used as a backdrop for a scene in which a player, portraying Andre, was captured by three low-comedy yokels.

Mowret's 'N.H.' Pitch

NY Herald Tribune Syndicated Columnist

Hy Gardner

has done his annual

Humor History of '53

an amusing editorial feature in the upcoming

48th Anniversary Number

VARIETY

ment, he chose N.H. as the ideal spot in which to live and write at leisure.

Will Hays Jr.'s First Novel Son of the original "czar" of the picture business, Will Hays, Jr has written an 880-page novel. "Dragon Watch," which Doubleday is bringing out next March at \$7.50.

It's his first and the publisher compares it in scope to "King's Row."

CHATTER.

Buck Herzog in Hollywood for two weeks to round up tilm tidings for the Milwankee Sentinel.

Isabel Sheldon resigned as Coal of Street & Smith to join M

Call's.
Lin Unkefer, RKO flack, working on whodunit for Gold Medal

ing on whoduling and Books.

Art New Annual, 1954 edition, has been issued for the editors of Art News by Simon & Schuster.

"Drunks Are Driving Me to Drink," by Don Herold, was published by A. S. Barnes Monday

Pat Flynn Kollings, home fur-nishing od Household Magazine, headed to Coast to gander tilln

neo Geier, ex-Lincoln newspa-perman; now assistant producer of University of Nebraska TV educa-tional shows. Review constant

University of Nebraska TV educational shows.

Review copies of "The Best Cartoons From France" went out from Simon & Schuster "in a plain wrapper, naturally."

Ruth Withers is preparing autobiog, "I laised My Daughter to Be a Movie Star," in collaboration with Kay Campbell, May be serialized in Woman's, Home Companion.

Eliabeth Gilvain, Coast ed of Better Homes & Gardens, has returned to Hollywood, following six weeks of conferences at home office. New policy will-involve more stories of celebs.

Having just published the 1954

stories of celebs.
Having just published the 1954
Protestant and Catholic Year
Books, with cooperation respectively of the Christian Herald and the
National Council of Catholic Men.
veepee Ken Giniger of Hawthern
Books plans a 1955 Jewish Year
Book

Book. Walter A. Graehner, head of the

Watter A. Graehner, head of the Time-Life organization in Europe, is quitting end of this month to become managing director of the London setup of Erwin Wasev & Co. He succeeds George Burnside who was recently appointed London veepee of the Biow Agency.

Ray Sônin, editor of the New Musical Express, London, has authored a new crime meller, "Murder In Print," published by Herbert Jenkins at \$1.35. Yarn is based on a fake murder, published by a local newsheet to confuse a story-lifting opposition, which comes true.

lifting opposition when true.

New American Library changes:
Richard J. Crohn, asst. to the president, becomes director of special sales; Hida Livingston, promotion mgr. becomes assistant to the president, succeeding Crohn; Miss Jay Tower succeeds Miss Livingston as promotion mgr. She comes from the Literary Guild and other Doubleday Book Clubs.

Cutting a Rogue

Cutting a Rogue
M. K. Argus, N. Y. Russianpaper columnist whose book,
"A Rogue With Ease," was published by Harper last month,
has just signed for a British
edition with Rupert, Hart &
Davis of London.
When Argus' book was first
announced, a Russian daily in
N. Y. wanted to carry mention
of it, and Argus furnished the
info, listing the title in English. "There is no equivalent
word for 'rogue' in Russian,'
he explained. "What do you
mean, no equivalent for 'rug." word for 'rogue' in Russian," he explained. "What do you mean, no equivalent for 'rug." his fellow-Russian replied, in thick accept. And the item appeared in the Russ sheet with book title given as "A Light Carpet With Ease."

SCULLY'S SCRAPBOOK

By Frank Soully

Thinking it about time I got back in the lineup after the longest layoff in my elephaneme memory. I thought I'd telephone George E. Sokolsky, the enment capitalist acuator, and congratulate him on making Vanitity's frontpage hanner head.

ing Variety's frontpage banner head.

An old friend of 40 years the had called me up only the night before and bemoaned that he was being run ranged on his latest trip to L. A. He wondered if we would get together at all this time.

I decided to pecket roy spride. I told him I would run down the hill and hear him talk Thursday (12) at a Hollywood hall, and we could have a midnight snack bettoe he pulled out for San Francisco.

But the smog, fog, grog and hog-eat-hog that is slowly making L. A. the gas chamber of the western world must do something to people. Far from being delighted to get that trontpage banner, Sok was as annoved as a Chita Wayne coming out of a traffic court where she paid a \$25 fine, only to find a citation on her station wagon for overparking. He didn't like the headline. He was going to write a column about it:

nut the smoot, for, green and long-catch hot is alonly making 1. Acther gas chamber of the western would must do something to people. Far from being delighted to get that front/sage banner. Sok was as annoyed as a Cultum Wave coming out of a traffic count where she paid and the state of the

condential?

First I told them I didn't believe in unilateral contracts. I asked them were they keeping it confidential? They sheepishly had to admit they were passing it up to a superior.

"Well, pass this up to your superior at the same time." I said. "Tell him Scully's definition of a secret is something shared by one."

78

Broadway

Keenan Wynn in town for a few

Ann Milier to Washington and back to the Coast over the week-

end.

Metro recording supervisor
Douglas Shearer in Gotham for
homeoffice confabs.

Marian Anderson left N. Y. Saturday (14) on a seven-week concert
tour of eight Caribbean countries.

Charles Walters to the Coast for
the opening of the Joan Crawford
starrer, "Torch Song," which he starrer, "directed.

Metro pub-ad chief Howard Dietz back from the Coast over the weekend after attending studio confabs and screenings on new product.

Tony Craig, Vogue Records artist, set for a two-month Rio and B.A. tour via Allied Artists Agency's, Annie Edwards, on strength of his disks.

Joe Roberts, executive veepee of Sports Films, affiliate of the International Boxing Club, to Montreal, Chicago and Louisville to supervise filming of bouts staged by the IBC.

Metro studio exec Marvin H.
Schenck returned to the Coast
over the weekend after attending
the funeral of his father-in-law, J.
H. Lubin, former vaudeville booking head of the Loew's circuit.

Rushes, publication of the Film Council of America, points out that William C. DeVry, manufacturer of theatre equipment, is a real authority on 3-D. His three daughters are named Diane, Dinah and Dilene.

and Dilene.

Nora Kovach and Istvan Rabovsky, Moscow-trained Hungarian dancers who fled through the Iron Curtain to Berlin six montiis ago, arrived in N. Y. last Friday (13) for their U. S.-bow, on CBS-TV's "Toast of the Town," Sunday (22).

Lee Mackevitiz (20th Few yearses

Joe Moskowitz, 20th-Fox veepee, cartoonist-columnist Irving Hoffman, and 20th-Fox p.a. Ed (who identifies himself as "the large" Sullivan making the Paris rounds and telling Broadway and Hollywood pals about it via a postcard barrage.

wood pals about it via a postcard barrage.

London fiim exec Ben Henry and his wife Ciss back to England on the Mauretania today (Wed.) following a detour to Hollywood and Palm Springs. Former Universal sales topper in Britain is now in indie distribution with Eros Films, England.

Added flourish to the Met Opera opening-night scene Monday (16)

—Rolf Gerard, who designed sets and costumes for the opener, "Faust," also designed the fancy menu for the dinner Sherry's served in the grand tier before the opera.

Composer Arthur Schwartz's substitution for Burton Lane- as tunesmith for the Herbert & Dorothy Fields legit musicai, "By the Beautiful Sea" (Robert Fryer-Laurence Carr production), setting back his own "Lif Abner" production until next season but he and Alan Jey Lerner are proceeding with scripting the stage adaptation of the Al Capp cartoon.

Pittsburgh

Pittsburgh

By Hal V. Cohen

Larry Storch starring in Carousel's seventh anni bill this week.

Burlesque house here will close down for two or three weeks before Christmas.

Jack E. Leonard and Lon Testa at the Vogue Terrace with Vaughn Monroe for nine days.

"Torgy and Bess" will return to the Nixon, where it played during summer of 1952, on Jan. 25.

Blackburn Twins and Evelyn Ward will top annual Brial Brith show at Syria Mosque Dec. 6.

Playhouse designer Will ia m Ryan tractured toe while doing sets for "Two On An Island"

William Steinberg will conduct Mendelssohn Choir in Handel's "Messiah" at Mosque Dec. 15.

Johnny Harris, Jerry Mayhall and Rosemarie Stewart back from quick "Tee Capades" scouting trip to Europe.

wood Peterson at the Casa Americana.

Emportum nitery has the Seven Veronas skating act. First visit to Spain for combo. Liceo Opera House opened the season with the Italian opera. Tombor and Spain operation of Patter With the Italian opera. Tombor Spain of Patter With the Italian opera. Tombor Spain of Patter With Spain of Patter With Concluda Paquer, back in Spain. Agentinans Tranquillino & Esman of Patter With the Italian opera. The Bis class promotion manager of Baker Concluda Paquer, back in Spain. Agentinans Tranquillino & Esman of Patter With the Italian opera. The Bis class promotion manager of Baker Concluda Paquer, back in Spain. Agent Indeed. Patter with their revue, "The 3d Diversion." Spains for combor Spain of Patter With their revue, "The 3d Diversion." Spains for combor of Spain."

Patter Baye and Emile Petti orch in return dates at Baker Hotels. Patter with the same spot are Eileen Barling of Carl Ipser, director of Wagner Theatre in Bayreuth, now in town.

Theatre 53 preems Harry Granplay. Carl Ipser, director of Wagner Theatre in Bayreuth, now in town.

The Comedia has Argentine legit actor Garcia Buhr and Aida Ollivier in "We Two."

American "bix on Barcelona screens are "Walk East on Beacon" (Coi), "Androeles and Lion" (RKO), "Scarlet Angel" (U), "Moulin Rouge" (UA) and "The Thief" (Par), "Snows of Kilimanjaro" and "Niagara," both 20th-Fox, are on extended-run, (Par). "Snows "Niagara," bot extended-run.

Paris

Elias Lapinere taking over as Metro publicity head here.
"Quo Vadis" (M-G) in four weeks has grossed \$330,000.

Joseph Moskowitz here for a biz looksee, and then heading for Italy before backtracking to Paris.

Adoiph Zukor off to Israel and then back to Paris for a short stay before returning to the U.S.

Roger Baurleux and his fiddle orch moving from the Monsignor violin ciub to the Sheherazade.

Pedro Armendariz back for another pic stint in the Franco-Itaio film, "Tam-Tam," which will be made in Africa.

David Lewis to Brussels for a confab with all the Metro Continental reps on the installation of large screens in Europe,

Four Paris houses will be equipped for CinemaScope, the Rex (3,300 seats). Normandic (1,800), Miramar (1,100) and Nouveau Theatre (1,560). In addition, 12 houses in the provinces and key cittes and two in Oran and Tunis, North Africa.

Philadelphia

By Jerry Gaghan

Ben Hollander, Olney cafe man and former operator of Cotton Club and 820 Bar, celebrates 25th anniin nitery biz.

Johnnie Ray O'Brien, nitery singer and mimic, signed to play left field with Sunbury, Pa., baseball team, Philadeiphia Athletics farm club.

Mixup of Eddia Fields.

Mixup of Eddie Fisher booking, reportedly set for Latin Casino, Jan. 14, has been settled by spot's signing of Juius LaRosa for week beginning Jan. 11.

oeginning Jan. 11.

New \$14,000,000 housing development of Philadelphia Housing Authority will be named the Raymond Rosen Apartments, in honor of the late RCA-Victor distributor, evice and busines leader. Rosen served with the Housing Authority for ten years.

Chicago

Chicago

Lou Mindling moved in last week to helm William Morris office here. Marva Louis in town helping along "Joe Louis Story" current at RKO Grand.

Al Greenfield, Black Orchid boniface, and fiack Max Cooper last week parted ways.

Samuel Barber, composer, in town for Chi Symphony performance of his "Souvenirs."

Rocco Greco, local singer, awaiting name-change by Mercury Records, with whom he has just cut four sides.

Lauren Bacail here making early personais for "How to Marry Milionaire," due to open at Oriental after "Here to Eternity."

William Eythe in town for lead in "Live Wire," which started two-week run yesterday (Ttues.) at Evanston Showcase Theatre.

New York City Opera Co. opens 11-day run at Civic Opera House today (Wed.), with first Chi performance of "La Cenerentoia."

Boston

Dinah Washington into the HiHint for week.
Oliver Wakefield in return date
at Moulin Rouge.
The Tony Bennett show slated
for Mechanics Hall Nov. 25.
-Ted Cole, longtime vocalistemcee at Blinstrub's, switched to
Latin Quarter.
The Don Alessi Trio into Latin
Quarter Lounge following a fiveyear stint at the Eliot Lounge.
Battle of disk names at Hub
hiteries this week with Dick
Haymes at the Latin Quarter and
Peggy Lee at Blinstrub's.

London

John Turner selected by five British newsreels to act as camera-man on the Queen's tour of the Commonwealth.

man on the Queen's tour of the Commonwealth.

Betty George, who recently filled a cabaret date at the Colony, signed for a Gi tour in Germany beginning Dec. 1.

Variety Club holding its annual election night dinner Dec. 2 with the nomination luncheon set for tonorrow (Thurs.).

Dorothy Squires to open a vaude season at New Cross Empire at end of month immediately on her return from America.

Kenneth Rive, managing director of Gala Film Distribs, planned to Prague to finalize his release deal with the Czech film industry.

Eric Johnston, in town for a day for high level political taiks, iunched with Fayette W. Allport, the local MPA chief, and company toppers.

the local MPA chief, and company toppers.

Armand Denis and his wife, Michaela, who have arrived here after fiiming "Below the Sahara," were guests of honor at an RKO-Radio reception.

Bryan Blackburn, 25-year-old British songwriter who wrote the late night Irving revue, "Sing For Your Supper," signed a six-year pact to compose for Frankie Laine.

Sir Lewis Casson celebrated his goiden jubilee in legit last week, the is one of the stars in "A Day By The Sea," due in town next week after its pre-West End tryout.

By The Sea, due in town here week after its pre-West End tryout.

Edward W. Wingrove, general secretary to the British Film Producers Assn., ankled his post last weekend to take up a new appointment as personal assistant to Edward J. Hulton, British publisher. Roy and John Boulting, the twin producer director team, whose first picture under their seven-year deal, with Metro has been completed at Elstree, are planning an early visit to Hollywood for confabs with Dore Schary on their next production.

Memphis

By Matty Brescia Hal McIntyre band to the Pea-body Hotel's Skyway.

body Hotel's Skyway.

Bill Condon, American Snuff
exec, and his Met star spouse,
Marguerite Plazza, plane weekly
out of here for New York TV appearances

WSM, home of Nashville's Grand Ole Opry, inviting hillbilly disk jockeys from this sector to the show's 28th annual celebration for Nov. 20-21 at Tennessee's state capital.

capital.

Seymour Weiss' Roosevelt Blue Room in New Orleans booked Ted Lewis band starting Dec. 17 and through the Sugar Bowl-New Year's annual shindig. Jan Garber tees off 1954 with a two-week stint, followed by Tony Martin for another pair. other pair.

Berlin

By Hans Hoehn

"Czardasfuerstin," new operetta, at Titania Palast. "Aqua Parade 1953" preemed at Sporthaile am Funkturin.

Sporthalle am Funkturm.
Grete Weiser, one of Germany's busiest screen stars, "ceiebrating 25th stage anni.
The 100th German pic of year, "Liebesgeschichte" (Magna), going into production.
"The Robe" skedded for Filmbuehne Wien, Berlin's most modernistic 3-D theatre.
Reinhold Schuenzel given a role in Eric Pommer's Intercontinental pic, "A Love Story."
The Hamlet ballet, performed by the dance ensemble of the Staedtische Opera at the last cultural festival, put on the repertory of Staedtische Opera.

Madrid

By Geeno Garr

By Geeno Garr
Lydia Sotomayor back from a two-year tour of Latino countries. Circus Cirujeda, of impresario Jose Cirujeda, destroyed by fire in Saragoza.
Dancing duo of Mercedes Leon and Albana Zuniga scoring at the Teyma nitery.
Maureen O'Hara and brother finmiy O'Hara here to do film, 'Port of Spain.'
Argentinian star Elisa Christian Galve here to do film for Union Films, new Spanish producing company.

near here for new pic, "The Bull-fighter."

Cameraman Ted Pahle under contract to producer Saenz de Heredia for pic, "Anything Can Happen in Granada," starring Merle Oberon.

So. Africa

Entertainment tax on stage theaes has been cut.

John Davis, managing director of Arthur J. Rank Organization, recently here on a flying visit.

Adrian Wulliams arrived from N.Y. with a camera unit to make 13 adventure-documentary films for TV.

African Fld.

for TV.

African Elders in Kenya will censor American and British cowboy, gangster and love films before being shown to the natives.

The Metro theatres and all the principal ACT houses have been fitted with widescreen. Several 20th-Fox houses waiting for CinemaScone.

20th-Fox houses waiting for Cinemascope.
"Sky High," a revue arranged by the African Consolidated Theatres and starring the Bernard Bros., Zoe Gail and the Tiller girls is presently touring the Union.
When the advance sale opened in Johannesburg for the Italian Opera Co., lines formed for 24 hours. Ticket seekers were served with tea and coffee gratis by African Consolidated Theatres.

Increased overhead has prompted the African Consolidated to boost admission prices for Saturday night performances. Permission for this increase was questioned in the Union Parliament but was allowed. ailowed.

Zurich

By George Mezoefi
U. S. pianist Eloise Polk set for recital at Zurich Conservatory,
First CinemaScope demonstrations in German Switzerland at

First CinemaScope demonstra-tions in German Switzerland at Rex Zurich.

Atelier Theatre Berne presenting Barrie's "Mary Rose," for the first time in Switzerland.

Schauspielhaus rehearsing world-preem of Italian author Silvio Gio-vaninnetti's new drama, "The Green Blood."

U. S. soprano Marilyn Tyler

vanimettis new Grama, "Ine Green Blood."

U. S. soprano Marilyn Tyler sings the lead in Gian-Carlo Menotti's "Amelia Goes To Bail" at Stadttheatre Berne.

"Holiday on Ice" at Hallenstadion, Nov. 18-29. Show featurestia & Paul Baran-Faik, Frank Sawers, Hazel Franklin and Ruth Harrison.

Francis Lederer back in Europe after 20 years in the U. S. He directs and stars in Jean-Bernard Luc's Paris hit comedy, "The Happy Marriage," at Zurich small-seater Theatre am Central.

Havana

"The Small World of Don Camillo" on the Carrera circuit.
The oid Encanto Theatre, once one of the best here, being demolished.
Ringling Circus due here Dec. 17.
"Charge at Feather River" coming to Radiocentro circuit.
Herb Copelan has switched his Miramar Theatre from the Radiocentro (U.I) to the America (M-G) circuits.

circuits.

Silvana Mangano and Carla del
Poggio coming to Cuba to help
celebrate Italian Film Week in De-

ceteorate Italian Film Week in De-cember.

The Trianon and Payret instal-ling CinemaScope with "The Robe" (20th) scheduled to be preemed here this month.

Members of the executive board of the Federation of Radio Stations visited President Batista to ask lift-ing of restrictions on press and broadcasting. broadcasting

Houston By Jerry Doyle

Bob Cross slated for Balinese Room, Gaiveston, Dec. 10.

Jan Garber busy on one-nighters and around Houston and other exas spots.
"The Robe" has played to more an 200,000 in six weeks at the

Metropolitan.

Hollywood

N. Y. Hutton planed in from

W. R. Frank in from Minne. apolis. Helen Walker and Johnny Shef-field in from N. Y.

Jane Powell sold her Westwood home; moved into an apartment. Charles Coburn will be guest of honor at The Masquers Friday night.

Elroy Hirsch to Wausau. Wis his home town, for the preem of "Crazylegs."

Jesse L. Lasky presented with a gold card as honorary member of AFM Local 47.

AFM Local 47.

Dore Schary honor guest at dinner tossed by American Legion post in Alhambra.

Edwin H. Knopf checked in at Metro after a six-month leave of absence in Europe.

Harold Hecht in from Mexico City where he finalized plans for filming "Vera Cruz."

*Cecil B. DeMille hailed as "Mr. Hollywood" at a luncheon of 500 Red Feather volunteers.

Eleanor Parker, Robert Taylor and Kurt Kasznar leaving this week for Egypt for "Vailey of the Kings."

Terry Moore, Merry Anders, and

Kings."
Terry Moore, Merry Anders and
Susan Zanuck set to entertain
service men in Korea during the

susan Zanuck set to entertain service men in Korea during the holidays.

Russell W. Hadley, Jr., left for Singapore to resume his chores as Far East district manager for Paramount.

Pat O'Brien succeeded Walter Pidgeon as chairman of National Safety Council's Motion Picture.

TV and radio committee.

Debbie Reynolds received Armed Forces Thanskgiving Award at Ft. MacArthur because of her contributions to GI entertainment.

Jack Benny will emcee Screen Producers Guild's Milestone Diner honoring Darryl F. Zanuck next Sunday, with Gen. Mark Clark as special guest.

Miami Beach

Miami Deach

By Lary Solloway

Matt Shelvey, former AGVA
topper, reopened Fisherman's
Wharf dinery in Miami.

Aaron A. Foosaner, former Cli
UARIETY mugg, opened a Miami
Beach office in the Biscayne Bidg.

Carl Brisson and Joyce Bryant
among acts being paged by Sans
Souci Hotel for mid-season dates.

Nat "King" Cole, Sarah Vaughan
and Ralph Materie orch set for
Dinner Key Auditorium date Nov.
21.

Dinner Key Auditorium date Nov. 21

Casablanca Players launched winter season with "The Country Giri" Nov. 12, under direction of Sam Hirsch.

Jo Thompson set for Clover Club lounge date in December. Patti Page opens the formal winter season in headline slot at the Jack' Goldman spot Dec. 2.

Lineup for Sophie Tucker's opening show Dec. 22 at the Beachcomber will have Myron Cohen. Billy Daniels and Blackburn Twins with Evelyn Ward.

Final lineup for Sans Souci Blue Salis Room has Richard Hayes, Mary Meade, Mary Small, the Nicholas Bros. Lillian Roth. Joel Grey, Joyce Bryant and Mimi Benzell on one week to 10-day stands.

Minneapolis

By Les Rees
Edyth Bush Little Theatre offering "Belinda."
Doc Evans Dixieland Band into Jimmy Hegg's Starlight Club Russell Nype into Hotel Radisson Flame Room for fourth en-

Sadjer's Wells Ballet drew ca-pacity for each of three nights in 5.500-seat Northrop Auditorium at

5.500-seat Northrop Auditorium a. Favorable factor for show hiz here is rise in local employment to present record high of 270.070, exceeding that of any similar time in city's history and 5.350 hisher than at corresponding period a year ago, according to state employment service figures.

Vienna

OBITUARIES

A. REX RICCARDI
A. Rex Riccardi, 52, first assistant to James C. Petrillo, American Federation of Musicians' prexy, died Nov. 11'in New York.
Details in the Music section.

MRS. THEODORA MORSE

MRS. Alfreda Theodora Strandberg Morse, 70, songwriter who wrote under a variety of names, died Nov. 10 in White Plains, N.Y. Widow of composer-publisher throader Morse, she began her songwriting career at the age of 14, at which time she penned a number tagged "Little Girlie I love You." In subsequent years she wrote the lyrics for such pup tunes as "Three O'Clock in the Morning." "My Wonderful One." "Siboney." "Baby Your Mother" and "Hail, Hail the Gang's All-Here."

and "Hail, Hall the Gang's All-Here." Mrs. Morse, who retired in 1936, had written under the names of Dorothy Terriss, Dolly Morse. Theodora Morse, Alfred Scott and D. A. Esrom, which was her married name spelled backwards. Both she and her husband were charter members of the American Society of Composer, Authors, and Publishers. She also was a member of Songwriters Protective Lague and had been manuscript manager for Leo Feist, Inc. After her marriage to Morse, they formed the music tirm of Theodora Morse. Morse,
A daughter and a sister survive.

MINNA S. ADAMS

Mrs. Minna S. Adams, onetime actress and former wife of columnist Franklin P. Adams, died in Washington Nov. 11. Daughter of Fred W. Swartze, who owned the cheyenne and Black Hills Stage Coach Co., she was born on a Cheyenne ranch. At 18, she left home to join the chorus of a road comppany of "Prince of Pilsen." While in Chicago, she met and married Adams in 1904. They were divorred 20 years later.

Mrs. Adams studied voice and drama in Boston and played a season in Arthur Beckhard's "Carrie Nation." After settling down in Washington more than 20 years ago, she played little theatre char-

mer legit producer and theatre owner, professionally known as Edyth Totten, died Nov. 12 in New York. She made her stage bow at the age of 14, playing with stock companies.

Miss Totten was a former president of the Drama Comedy Society, a women's org, and while functioning in that capacity founded the Edyth Totten Theatre, N.Y., in 1926. She produced a few unsuccessful works at the theatre, which is now known as the President, and in 1929 filed bankruptcy papers.

Miss Totten had also done some film scripting, produced a few radio shows and organized productions for private groups and churches. She filed for divorce from Russell Moore Fanning in 1932.

MRS. ELIZABETH R. MITCHELL.
Mrs. Elizabeth Rend Mitchell,
72. pianist-composer, died Nov. 14
in New York. She had composed
a nocturne and an Irish reel among
other works. In 1931, her orchestration of the Chopin Polonaise,
Opus 26, No. 1 in C sharp minor,
was played by the New York Philharmonic-Symphony Orch, at Lewison Stadium, N. Y.
Mrs. Mitchell was chairman of
the Children's Concert Committee
of the N. Y. Philharmonic-Symphony and served on the board of
the society. She also authored the
book, "Music With a Feether Duster." which was published in 1941.
Husband, a daughter and a son
survive. MRS. ELIZABETH R. MITCHELL

and German, was born in Poland and came to the U.S. in 1912.

Among Bader's plays, which were produced in Yiddish theatres in the U.S. and abroad, were "In the Cellar" and "The Rabbis Meidy," an operetta for which he wrote the libretto. He was a former feature writer for the Jewish Morning Journal in New York and was the author of several books. Wife, two sons and three daughters survive.

RONALD TELFER

Ronald Telfer, actor and playwright, died recently in Syracuse.

N. Y., of a skull fracture. At the time of his death, he had been a resident member of the stock company performing at the Astor Theatre. Syracuse.

Telfer had appeared on Broadway in the 1951 production of "Caesar and Cleopatra." He had also scripted "Old Mr. Meadow-brooks," which was also on Broadway.

way. A sister survives.

JOE MURPHY
Joe Murphy, 86, Toledo, composer and former director of the Ice House Quariet, died Nov. 13.
The Ice House Quariet toured Europe and the United States, appearing at the Chicago World's Fair in 1927. Murphy composed the song, "We're Strong For Toledo," which Danny Thomas, another Toledoan, popularized.
A son, son-in-law, three grand-daughters, and several nieces and nephews survive.

CHARLES F. PARK
Charles Francis Park, 69, former actor and playwright, died Nov.
16, in Queens, N. Y. Park, whose last legit appearance was in "Gander Sauce" in 1933, had organized a stock company in 1906. He had also performed in Florida and Alabama.

In 1919, in association with Lee Morrison. Park wrote and produced "The Flaming Cross." and later "The Invisible Empire."

HIRAM T. STEVENS
Hiram Tanner Stevens, 72, composer, died Nov. 12 in Bath, Me. Concentrating on band music compositions, he wrote the "Harding Memorial March" after the death of President Harding in 1923. Number was featured by Sousa's band and the United States Marine Band.
Wife, two sons and three deputs

rine Band. Wife, two sons and three daughters survive.

INA F. GRANGE
Ina Florentine Grange, pianist
and voice coach, died Nov. 10 in
New York. She had performed on
radio, TV and on the concert stage.
She also appeared as accompanist
for such artists as Tita Roffo, Antonio Scottl, Armand Tokotyan,
Rose Low, Stephen Kennedy and
Anna Fitzini.
Brother survives.

MRS. DAVID L. BROWN
Mrs. Grace Z. Brown, playwright, radio scripter and author,
died Nov, 11 in New York. She
had three one-act plays produced
in little theatres and during World
War It wrote propaganda broadcasts for the Office of War Information.
Husband survives.

FRED M. MOHRHARDT
Fred M. Mohrhardt, 61, treasurer and locard member of Paramount Pictures Corp., died Nov.
15 in Larchmont, N. Y. With the
film company for 22 years, he became controller in 1933 and in
1946 was elected treasurer.
Wite a second better and

Wife, a son and a brother sur-

Sydney FLATEAU
Sydney Flateau, 66, sales manager of Independent Film Distribs, died in London Nov. 11 after a heart attack. He bad been associated with the Woolf family over many years having been with the late C. M. Woulf and joined his son. John Woolf, on the formation of FFD.

son, John Woolf, on the formation of tFD. Survived by his wife, son and two daughters.

RACHEL FREASE GREEN
Mrs. Rachel Frease Green, 78.
Canton, O., retired opera singer,
died in Cleveland, Nov. 11, after a
two-mouth illness, She made her
debut in Covent Gardens, London,
in 1908, and sang throughout the
United States and Europe for
many years.
A sister, Mrs. Edith F. March,
Canton, survives

David Dunbar, 67, screen actor for 31 years, died Nov. 7 at the Motion Picture Country Hospital on the Coast after an illness of eight months. Surviving are his wife, two sons and a brother, Charles, also a screen actor.

her leadership in choral singing, died Nov. 10 in Los Angeles. A graduate of the Boston Conservatory of Fine Arts. Mrs. Patterson promoted the Minicapolis Synphony Orchestra and in later years directed the Fis 'l Club Chorus in Los Angeles. She was also active in the support of the Hollywood Bowl

Mary Morgan Hull, five, daughter of Mg and Mrs. Thomas U. Hull, died Nov. 9 m Los Angeles. Father is president of the Hull Hotel Co., owner of the Hollywood Roosevelt and El Rancho Hotel in Sacramento.

Charles Hochberg, 57, pioneer film cutter, died Nov. 8 at the Mo-tion Picture Country Home on the Coast after a long illness. He was in show business for 35 years. Among his later tilm credits was "Sequoia."

Hampton Eubank, 53 account executive with WPAT, Paterson N. J., for the last eight years, die in Glen Rock, N. J., Nov. 9, attea long illness. A daughter survives Paterson

Mrs. Fannie Batchelder Ward, 87, onetime actress, who had ap-peared as an ingenue in Edward Harrigan's stock company prior to 1892, died Nov. 14 in New York. A daughter survives.

Ted Myers, 68, Universal-Inter-national salesman from 1929 to April, 1953, and since then in semi-retirement, died Nov. 10 in Chi-cago. Wife survives.

Samuel Franklin Pruett, 74, comptroller for the Motion Picture Producers Association, died Nov. 9 in Hollywood He leaves his widow, Madge, and two sons.

Stepmother of Joseph Saperstein, Fabian Theatres booker in the Al-bany division, died in Troy, N. Y. Nov. 12. Two daughters and six other sons survive

Father, 68, of Ernest McChes ney, concert and operetta tenor died Nov. 5, in Orange, N. J., after a long illness, Wife and two other sons survive.

Wife, 46, of Paul J. Pfohl, west-ern manager of RCA's commercial division and owner of Chi's Chil-Boyar, died in Chicago Nov. 12. Two sons also survive.

Mother, 83, of Ross Creehnan manager of Massey Hall Toronto died at her home in Vincland, On-tario, Nov. 40.

W. J. Bassett-Lowke, director of Northampton, Eng., Repert Theatre, died at Northampton cently,

Pather, 67. of George Fisher, CBS newscaster, dued Nov. 10 4n Hollywood after a long illness.

Mother, 65, of TV actress Monty Margetts, died Nov. 10 in Holly-wood after a long illness.

Infant son of Dan and Anne Bar ton, stage and screen players, die Nov. 13 in Hollywood.

Pix Paucity

Continued from pages 1.

and 20th-Fox have had such an ar and 20th-Fox have Ind such an arrangement for some time and arc said to be quite happy with the results. They've combined in Ecuador, Nicaragua and the Dominican Republic. Metro is handling 20th in Austria's and the latter returns the compliment in Trinidad. RKO pix in S. Africa are handled by 20th.

Problems arise where a company handles the product of outside pro-

are handled by 20th.

Problems arise where a company handles the product of outside producers. While Metro and 20th split revenue on the basis of an area's relative grosses, distribs with outside films are having difficulties convincing the indies to trust such an arrangement.

Then, too, the companies face the fact that, in many countries exhibs will only buy so many pix from any one outfit, which puts any merged setup at a disadyantage. At the same time, exces tamiliar with the world market point out that there are a great many areas where there are only one of two big circuits and that in such territories the duplication of effort is uneconomic to say the least. fort is uneconomic to say the least

One of the companies' foreign toppers said this week that the mat-ter of foreign mergers was "larger ly determined by a mental ap-proach." Another expressed himeight months. Surviving are his wife, two sons and a brother. Charles, also a screen actor.

May G. Patterson, 73; noted for thousable about the industry's operations abgood.

Greer Garson

Continued from page 2 month, Gielgud was convicted for

importuning

Politely and Fairly Heard Glasgow, Nov. 17.

Reaction of British play goors to Reaction of British play, goers to Sir John Gielgud in the new play, "A Day By the Sea" has been com-pletely unbiased to date, despite the English actor-knight's recent court case. Gielgud was fined \$30 for importuning in a case which gained nation-wide publicity and raised the entire question of devia-tion tendencies among males in the U.K. The British press bas given the abmosexual ropblem great K. The British press use the homosexual problem the promutence.

Sir John's entrance in "Day By the Sea" causes tense moments, mainly on opening nights lit the various cities played. In Liverpool bis walk on was received politely. In Manchester reaction was simi-In Manchester reaction was similarly imprejudiced, theatregoers juding him on his acting ability and not on prejudice basis. In Glasgow his entrance was received silently for a few seconds, then greeted with a round of applause from the gallery from obvious fans. Bave notices for his performance as Cassius in Metro's "Jullus Caesar" have aided the favorable public reaction, though feeling is still intense. intense.

Memphis Censor Continued from page 1 =

the Hotel King Cotton playhouse. the Hotel King Cotton playhouse, last season Binford okayed Erskine Caldwell's "Tragic Ground" at the Arena and then "blasted" the show out of town after opening night. The pic version of "Moon" played to SRO audiences at the Joy and boff crowds at the Sinset Drive-in theatres at West Memphis, Ark., 10-uilles from downtown Memphis. A traveling company of "Moon" also played here at the Auditorium two years ago without being Binfordized.

The Memphis Arena Theatre is

The Memphis Arena Theatre is now owned by a New York group headed by Wyatt Dickerson. Sam McCotlough, former owner and the theatre's originator, will stay on with the new syndicate as gen-eral manager and publicist.

MARRIAGES

Plo Thomas to William Ferbel in N. Y. Nov. 14. Groom has been with crew of Rogowski Press. Viderty over 20 years. Virginia De Lure to Rick Ric-cardo, Jr., Junction City, Kan, Nov. 8. Bride is Singer in the fooring "New Faces."

Betty Nell Oppenheimer to Lee Johnson, Houston, Tex., Nov. 4. He was technical director for The-Inc., there

BIRTHS

Mr and Mrs. John Petranskas, r. daughter, New York, Nov. 11, ather is treasurer of Republic fitures.

otimes. Mr. and Mrs. Peter Clayton, twin Mr. Compt. Eng., Oct. 29. cons. Southport, Eng. Father is an actor.

Mr. and Mrs. James Horstman, son, Chicago, Nov. 7. Father is member of WES news staff.

member of WES news staff.
Mr. and Mrs. Marvin Barrett,
daughter, Nov. 12, New York.
Fathor is a writer mother is fornor Mary Ellin Berlin, daughter
of Mr. and Mrs. Irving Berlin.
Mr. and Mrs. Starke Drischell,
daughter, New York, Nov. 11.
Father and mother were both on
staff of Pittshurgh Playhouse last
Season.

season.

Mr. and Mrs. Art Tatangelo, archter, Pittsburgh, Nov. 10. ather's on staff of Caronsel nitery ather's on that city

Mr and Mrs. Bill Anders, son, is Angeles, Nov. 7: Father is a radio announcer

Mr. and Mrs. Chuck Bomgardor, daughter, Nov. 11. Evanston, 10. Father is head of Custom Records in Chicago.

in Chicago.

Mr. and Mrs. Terry Nelson, daughter, Burbank Nov. 11 Father is an assistant director at U.,

Mr. and Mrs. Charley Boland, son. Dallas, Nov. 3. Father is a sportscaster for KRLD, Dallas.

sportseaster for KRLD, Dallas,
Mr. and Mrs. Michael O'Shea,
daughter, Santa Monica, Nov. 12.
Mother is film actiess Virginia
Maso; father is a sericen actor.
Dr. and Mrš. Bernard Davidson,
daughter, Reseda, Cal., Nov. 3.
Mother is Greg Davidson, Joyner
(VARRITY mugg in Chicago.

DR. HERBERT E. IVES
Dr. Herbert Eugene Ives, 71.
electron-optical scientist, whose research cued the first public dem-

search cued the first public demonstration of television on April 7. 1927. died Nov. 13 in Upper Montclair, N. J. In June of 1927. Dr. Ives demonstrated color TV for the first time, using three transmission lines. The following tear, he introduced outdoor television, using natural light, In 1930, he and two assistants demonstrated two-way video.

Dr. Ives was also active in the development of 3-D film but in 1927, he expressed doubt over the commercial possibilities of TV and 1-D pix. Television, he felt, would be too expensive and a tri-dimenonal system too complex for commercial use.

series were "Rainbow Man" and "Honeymoon Lane." Wife survives.

acter parts there. Later she played summer stock in New England. In recent years, she was a member of the Women's Committee of the National Symphony Orchestra and was on the American Theatre Com-mittee of International Peace Con-terence. STANLEY M. SILVERMAN
Stanley M. Silverman, 34, a
member of the New York law firm
of Rosenman, Goldmark, Colin &
kaye and an expert on Federal
Communications Commission matters, died Nov. 12 in NY, of
anemia. He wrote the brief for the
Government in the color television
case in which the Supreme Court
upheld the FCC decision giving
preference to CBS' TV system over
that of RCA.

Prior to joining the Rosenman
firm. Silverman had been special
assistant to the U.S. Attorney General for eight years and repped
the Government in numerous Supreme Court cases. For two years
before resigning from the Attorney
General's office, he was in charge
of the tax litigation for the Solicitor General's office.

Wife, two children, his father
and a sister survive.

DR. HERBERT E. IVES

Wife survives.

LEE KIRBY

Lee Kirby, 48, sports director of stations WBT and WBTV, Charlotte, N. C., died Nov. 6 in that city following an operation. Joining WBT's staff in 1936, he specialized in sports but also acted as a news commentator both on radio and TV.

Born in Fort Worth, Kirby had worked for radio stations in San Antonio prior to coming to Charlotte. He broadcast the Duke U. football games on a Southern sports network for some 14 years, in one of which he won an N. W. Ayer award for sports reporting. His wife, a son, and his parents survive.

Marie Saxon

MRS. CLARENCE ECHOLS
Mrs. Clarence Echols, film arbiter, died in Dallas Nov. 5. For more than 20 years she led a movement to improve motion pictures as a medium of family entertainment. In 1933 the Interstate Theatre Circuit appointed her as its supervisor of motion pictures and assigned her the task of studying the good and bad qualities of every pic before it was shown on a Texas screen.

Mery pic before it was shown on items seriem.

Mrs. Echols was prez of the Dalas Motion Picture Council and anomber of the national advisory souncil of the National Board of las member

JOHN II. (JOHNNIE) ADAMS
John II. Adams, 76, noted singer, died in St. Louis Nov. 7 of a heart aliment. He was director of the old Manhattan Quartet that sang in St. Louis in the early 1900's and later traveled with minstrel shows.
Adams sang in most St. Louis theatres. At the time of his retirement about six years ago he was a member of the Gay '90s Quartet. His widow and daughter survive.

Survives.

EDYTH TOTTEN

Marguerite Edyth Totten Nov. 11 in New York. Bader, who is 68, retired actress, for whole in Hebrew, Yiddish, Polish

. the success story on the woman of the year..



"Christine Jorgensen clicked at the Sahara in Vegas, 'the people really enjoyed her act'."

"Christine Jorgensen's night-spot specialty did capacity biz at Philly and Buffalo, confounding her sev-erest critics."





terrific Tropicana, just rolled up a gensen week with Christine up a seven das the with Christine up a enough business, the other club did for the chief of the show, and the days the chief of the show, the takes to rest the week were all

COLLATERAL

WESTERN UNION (09)...

THE AUDIENCES MARVELED AT HER NEW
HER WARDROBE. HER SINGING VOICE.
HER WARDROBE. HER SINGING ARMITE
HER PERSONAL HEA AND THER HIT THANKS
HOTEL SAHARA JORGENSEN.
TO CHRISTINE JORGENSEN. MILTON PRELL. EXECUTIVE DIRECTOR, HOTEL SAHARA

WINALES JAMES SANTAKA TIUTEL LAS VEGAS NEV
MUST HAVE RETURN DATE ON CHRISTINE LORGENEN
CHRISTINE BROVE ALL HOUSE RECORDS IN SIX FAR HISTORY
OF CLUB TO ONLY WAS SHE A GREAT DRAW BUT HER
ACT WAS ONE OF THE FINEST TO HAVE EVER PLAYED THE
ROOM REGARDS LENNY LITMAN

NA 036 PD ATLANTIC CITY NEW JERSEY 21A E CHAS YATES 217 PARK AVE CHRISTINE JORGENSEN MILES BELL ACT BROKE ALL.
RECORDS AT DUDE RANCH DESPITE RECORD HEAT. HIC ENTERTAINING ACT GOOD FOR REPEAT. CONGRATULAT

> CHRISTINE JORGENSEN PACKED THEM TO THE DOORS HARRY WALLENS ACRSA: MAXI427 20 OCT 10 1953 446P NSH HAYANA 102 1 50 MR CHARLES V. YATES SUITE 53 277 PARK AVE. NY SUITE 53 277 PARK AVE. NY CHRISTINE JORGENSEN SHOW WITH GREAT AMERICAN COMEDIAN MILES BELL COMMETE SUCCESS. WE WILL BRING CHRISTINE JORGENSEN SHOW TO TROPICANA AGAIN CHRISTINE JORGENSEN SHOW TO TROPICANA AGAIN KISTINE JURGENSEN SHOW TO TROPICANA AGAIN ALBERTO ARDURA: TROPICANA NIGHTCLUB MANAGER

CHRISTINE JORGENSEN MILES BELL PLAYED TO CAPACITY
HOUSE EVERY NIGHT AND ESTABLISHED RECORD BUSINESS
AT CELEBRITY ROOM. AUDIENCES WERE THOROUGHLY
ENTERTAINED.
MAC AND SAM LEBIAGO. MAC AND SAM LERNER CELEBRITY ROOM

Exclusive Management

YATES ARTISTS CORP.

HOTEL SAHARA

Las Vegas

Thanks to everyone for being so wonderful—

Opening Week November 26

CASINO THEATRE, Toronto

Followed by

•

Week of December 3

SEVILLE THEATRE, Montreal

MILES BELL

NAN BELL

FRANCES E. KAYE & CO.

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AKING THE 'ART' OUT OF ART

Jazz Plays Second Fiddle to Corn As Hillbillies Make Hay Abroad

Nashville, Nov. 24. Hillbilly music is moving in on jazz as the symbol of Americana overseas. The cornball culture, which came out of the hills a little more than 10 years ago to make important inroads on the U. S. pop scene, is now broadening its vistas to include Europe, South Africa, Canada and Australia.

Africa, Canada and Australia.

Record companies are now earmarking a big slice of their alfalfa etchings for the overseas market in line with the steady pickup of disk sales in the past couple of years. The "pickin' and singin' artists are winning marquee importance via their waxings, and foreign bookers are beginning to eye them for overseas dates. Already Tennessee Ernie and Gene Autry have hit the circuits in England and Hank Snow recently wound socko engagements in Toronto and Montreal.

The Armed Forces Network, too.

ronto and Montreal.

The Armed Forces Network, too, has taken on a major role in spreading the cornball gospel. Big portion of AFN's programming schedule is taken over by the hill-billies and their melodies. Network also carries a segment of the "Grand Old Opry" show, the spearhead of the alfalfa drive, to key centres overseas. centres overseas.

The rise in the popularity of hillbilly music abroad has grown to such an extent that foreign to such all extent that foreign tunesmiths are attempting to car-bon the authentic flavor of the hills. Pubbery topper Ralph S. (Continued on page 58)

CBS-TV's 'Day & Date' Bermuda Powwow Pix Via Souped-Up P-51

CBS-TV will provide same-day coverage of the three-power Bermuda conference next month with the aid of a souped-up P-51 courier plane on loan from the White House, which will deliver the net's filmed coverage to Washington in time for Doug Edwards' 7:30 newscast each day.

CBS-TV will provide same-day coverage of the three-power Bermuda conference next month with the aid of a souped-up P-51 courier plane on loan from the White House, which will deliver the net's filmed coverage to Washington in time for Doug Edwards' 7:30 newscast each day.

Web has assigned White House correspondent Charles von Frend, along with cameraman Robert Hess and soundman William Macy, to the confabs, They arrive in Bermuda Nov, 30 to do background and color filming with CBS stringer cameraman Brendon Hollis, and will film the arrivals of President Eisenhower, Prime Minister Churchill and Premier Laniel of France on Dec. 4, when the talks begin. Films, to be processed in Bermuda, Washington and New York will be flown in the afternoon by the P-51 and by regularly scheduled commercial Bermuda-Washington flights, Later films will be shown on late news shows and the next morning.

Total footage will also be compiled and edited for CBS Film Sales TV newsfilm, for sale to stations throughout the country.

Passive under critical free, Missing are the shrill cries of protest the shrill cries of protest in the naming are the shrill cries of protest also named to a take potting are the shrill cries of protest also protest also named to take potting are the shrill punctuate Indian summer in Shubert Alley.

So what happens,' Individual ridical free fellows in take portions at the critical fraternity in death of the protein and the merest suggestion of complaint.

Harold Clurman, stager of the Octomber who also reviews plays for the Nation. Wrote in the mag last week:

(Continued on page 18)

120,000 Color TV Sets

Seen as '54 Output

Chicago, Nov. 24.

Informal survey of TV set sales managers here for the fall meeting of the Radio-Television Manufactures Assn. last week resulted in the estimate that 120,000 color receivers would be produced by the produced by

Greek Royalty Hassle Hypos Kitt 'Baby' Sales

Hypos Kitt 'Baby' Sales
The furor over the recent Coast
show for the King and Queen of
Greece has turned into a promotional bonanza for Eartha Kitt's
'Santa Baby' etching for RCA Victor. Her rendition of this number
before the Greek monarchs was
one of the main targets of the Los
Angeles solons, who charged that
the show was too risque for royalty.
Newspaper yarns about the controversy sparked immediate interest in Miss Kitt's disk, particularly
on the Coast, where Victor pressed
an additional 100,000 copies last
week. Platter has currently moved
to the top of Victor's bestsellers.

No B'way Meat, Critics Adopt Cannibalism

New York legit critics apparently can't stand lack of criticism. If they're not being deplored by the public or attacked by authors, producers and other outraged victims, they seeningly begin to carp at each other or feel the need to justify themselves.

rify themselves.

Recently, for instance, there's been unusually little outery against the aisle-sitters as destroyers of the the aisle-sitters as destroyers of the theatre. Perhaps cowed by past reprisals, the writing, directing and acting gentry have been strangely passive under critical fire. Missing are the shrill cries of protest that normally punctuate Indian summer in Shubert Alley.

So 'what happens' Individual critics are beginning to take potshots at the critical fraternity in general, or appear to be bending over backward to defend themselves against the merest suggestion or suspicion of complaint.

Harold Clurman, stager of 'Ladies of the Corridor' and of the upcoming "Mile. Colombe," who also reviews plays for the Nation. Wrote in the mag last week-

S.A. OVERPLAYED FOR YANK B.O.

Chicago, Nov. 24.
Foreign film producers anxious to penetrate the American "art" market outside New York City, may well give heed to the words of Abe Teitel, a pioneer in the importation of overseas-made features and owner of the World Playhouse here. Says Teitel: English dubbed into Continental product is rapidly taking the "art" out of art pictures. At least Chicago's "discriminating clientele" is being surfeited and disgusted by a flood of European B's, C's, and Z's.
Worst of all, European filmmakers are sabotaging the very charm and appeal their pictures once had. Italy, for example, is apparently intent upon proving that Marilyn Monroe is not an American invention. What results is a display of beautiful Latin flesh but with a de-emphasized story in proportion as femme chassis is emphasized.

Italians, Teitel complains, are diabbing their worst as well as

portion as femme chassis is emphasized.

Italians, Teitel complains, are dubbing their worst as well as their best pictures in hopes of reaching a general andience here, as they had done with "Anna." He deplores dubbing because too often it extinguishes the indigenous Continental flavor from the pactures, when that had always been their strongest appeal with the longhair patrons. His feelings are that foreign thesps communicate their inner emotions perfectly in their own language, while the audience got the meat of their dialog well enough from the sub-

Paris' No. 1 Nude's **U.S. Dates at \$1,250**

Pressure Groups, Poison Penners Help Throttle Legit In Syracuse

'Skidrow Stopgap' Premieres in Church

Tremieres in Unuren
Memphis, Nov. 24
The Bellevue Baptist Church
here will have a "world premiere"
Dec. 14-15 of a 45-minute film entitled "The Memphis Story—
Skidrow Stopgap." It will then
play in downtown commercial thelatres, according to the Rev, Jimmy
Stroud who is in Hollywood this
week to view final rushes of the
film made at the Westminister
(vidpix) studio.

Stroud is an evangelical associate

Stroud is an evangelical associate of Rev. Billy Graham.

Theatre and TV Part of Macy's

A theatre, a TV sludio, and a covered central community area tentatively dubbed "The Plaza," for public dancing, concerts, art and commercial exhibits are being weighed as integral parts of the regional shopping center planned by Webb & Knapp at the site of Roosevel Field, Long Island, Principal tenant of the 350-acre site will be Macy's, with the department store prepared to build a lunge branch. Area is in the geo graphical center of Nassau County and can draw on 1,000,000 people within a 10-mile radius.

Size of theatre is still undetermined, but when built, it wall be constructed to provide for all the new techniques in motion picture projection. House, it's indicated, will also have a theatre TV installation. Plans are still in the preliminary stages. While Webb & Knapp will do the building, it will turn the operation over to a theatre chain or seasoned theatreman. A theatre a TV studio and a

atre chain or seasoned theatreman Theory of William Zeckendorf, W&K topper, is that a regional shopping area should also serve as (Continued on page 48)

10-Day Screen Version Of Stage 'Porgy & Bess'

Screen version of "Porty and Bess" is planned by Berman Swarttz, who is currently transferring 'New Faces' from stage to film. If the deal goes through the rovue will be shot on a 10 day schedule with a budget of about \$300,000.

Swarttz says he hopes to sign most of the present of the present Broadway cast, including Cab Cal-

Syracuse, Nov. 24.
Closing of the Astor Theatre here Sunday night (22) after a seven-week season, including the U.S. premiere of Paul Muni's new vehicle, "Home at Seven," marked the end of another attempt to reestablish the legitimate stage in Syracuse.

Syracuse.

It has been an uphill battle, marked chiefly by disappointing boxoffice receipts, a brush with the local American Legion's Un-American Activities Committee and an "anonymous letter" campaign directed against the theatre.

Denducers Michael Ville and

tre and TV
to Macy's

In-the-Sticks

In-the-Sticks

Tre, a TV studio, and acentral community aready dubbed "The Plaza," of dubled "The

(Continued on page 72)

Aver Gambling at 4 U.S. Defense Bases Cutting Into Nfld. Pix House B.O.

IRIO NIIA. FIX HOUSE B.U.

St. John's, NIIA. Nov. 24.

Reportedly cutting into the pationage of Newtoundland film theaters are wide-open conditions on liquor and slot machines at the four U. S. defense bases, where the operating costs of the clubs for commissioned and non-commissioned officers are being borne by profits from the bars and slots.

Game rogmis, with the slots given the top position, have been established at the clubs, with the money-paying "games" getting the money-paying "games" getting the mojor call

Each member is allowed to myte a number of guests. A prec-

Both member is allowed to mixte a number of guests. A practice conting in for heavy censure by Newfoundlanders is that teenagers are plentiful among the guests. There's not only an influx of new members of the U.S. Air Force and Navy from the States, but permanent residents of Newfoundland, including civilian employees, show up.

Bases are being operated by the U.S. Air Force at Pepperell, Harmon Field and McAndrew, and by the U.S. Navy at Argentina. The game rooms draw topheavy patronadsy, the money games being especially heavy winners and busy regardless of the hour.

Flock of Show Biz Books Spotlights **Poor Proofreading and Other Errata**

MISCELLANY

look reviews in control to In-creasing indifference in publishing which has resulted this season, among new books about show busi-ness, in an appalling record of

Time was when a work between covers was so free of mistakes that to find textual errors was a unique experience. Nowadays, daily newspaper columnists, writing with understandable haste and always at the mercy of typographical boners and overworked proofreaders, have a better accuracy average than many so-called, first-class publishing houses. ing houses.

The current season has been un-The current season has been uncommonly rich in good books by
reputable authors treating a wide
lange of persons and media in the
show-world. Save for the output
of university and college presses,
nistakes in proper names, dates,
and production titles blight the
(Continued on page 66)

Jewish Kudo to Catholics In Marks-Dreyer LP Set

In Marks-Dreyer LP Set
Gerald Marks, vet Tin Pan Alloy songwriter, has made an unusual inter-faith gesture with a yex package of religioso tunes which explain the meaning of the various holidays of the Catholic Unrch. Titled "10 Catholic Holy Daxs," the longplay set is being ssued with the imprimatur of the Cluurch, with Father James Keller, director of the Christophers, Going the narration. Marks, who is of the Jawish faith, wrote the songs to express his appreciation to the Catholic priests who, during world War II, helped refugees to excape the Razis.

Dave Dreyer, head of Dreyer Music, which is publishing a choral folio of the album, and Marks are pressing the album under the Marling Records label. One department store in each key try is being given exclusive sales rights, with Gimbels handling the album in New York.

Stand he was good and thrilled the crowd."

Most Smaze-Ing

L.A. Journalists

By MIKE KAPLAN

American Airlines debuted its non-stop coast-to-coast flight for two parties of newsmen from both oceansides last week and the volume of the west of the pressure system of the west individual to the first of the continued on page 18)

Book reviewers in general seem Salvo for Negro Soloist With Waring in Memphis

Memphis, Nov. 24.

Fred Waring and his crew drew less than 1,200 people at a onenighter held at the City Auditorium last Wednesday (18) under the banner of Arts Appreciation. House was scaled from \$1.80 to \$3.60.

However, the big news over the Waring appearance was that Negro baritone Frank Davis appeared on the same stage with the crew. Heretofore, censor czar Lloyd T. Binford and city fathers here have always tablooed Negroes from appearing on the same stage or in the same act together. The New Orleans singer drew a salvo of applause from the all-white audience, and wowed 'em with "O!' Man River."

When Variety interviewed Bin-However, the big news over the

River."

When Variety interviewed Binford about Dayls appearing with the Waring crew, he remarked "I didn't approve or disapprove the Negro singing—what's more 1 didn't know about it. But I understand he was good and thrilled the crowd."



HORACE HEIDT FOR LUCKY STRIKE
Under Personal Management
JOHN LEER
111 Fifth Ave., New York

EXHIBS SLAP FAYE EMERSON

Columbus, O., Nov. 24.

Remarks by Faye Emerson in her syndicated column on TV concerning the activities of film stars as contrasted to the qulet, busy lives of TV personalities has local exhibs doing a burn. Miss Emerson noted that "millions of words are written every week about the home and social life of movie stars, and miles of purple prose about their loves and hates, divorces and indscretions." TV stars, she pointed out, are much too busy to get into trouble and "if you don't read in this column every day little tidbits of scandal, who is doing what, and with whom, then y'', know it's because everybody is behaving himself." In an irate letter to the Columbus, Citizen, where Miss Emerson's column appeared, the Independent Theatre Owners of Ohio says it's case of "the pot calling the kettle black."

Letter says in part: "Miss Emerson, herself a television star, is the victim of two shattered romances, one of them to the well-known Elliot Roosevelt... Miss Emerson, too, it might be noted is a Hollywood reject. She tried her hand in a few unsuccessful movies, which the public failed to attend.

hand in a few unsuccessful movies, which the public failed to attend. See was therefore dropped from the Hollywood roster. It might also be noted that Miss Emerson is the originator of the plunging reckline on television which gained her considerable notoriety. Another parable seems to fit here —people who live in glass houses should dress in the dark."

Anti-Defamation League Anni Hoopla Brings Out Stars, Industry Leaders

Stars, Industry Leaders
Washimeton. Nov. 24.
A galaxy of top drawer show biz
figures shared the spotlight with
the President of the United States
both on TV and in person at last
night's 40th anniversary dinner of
the Anti-Defamation League of
B'nai B'rith. Highlight of the affair was a one hour "Dinner with
the President" telecast, produced
by Richard Rodgers and Oscar
Hammerstein 2d, with an all-star
cast, and climaxed by President
Eisenhower's acceptance of ADL's
America's Democratic
Award.

The Addition of the service o

Award,
The glittering affair, attended by over 1.000 people, including some of the country's most famous names, was chairmaned by Paramount prexy Barney Balaban, with Lou Novins in charge of arrangements. The networks were represented at the head table by their top brass—NBC's David Sarnoff, (Continued on page 46). (Continued on page 46)

MALE 'MATA HARI' IN PERSON

Joe Glaser, head of Associated Booking Corp., is now handling espionage agents for theatre and video dates.

Following last week's column by Walter Winchell on the wartime exploits of British spy Eddle Chapman, Glaser contacted Chapman is transatlantic phone and obtained exclusive rights to handle him for U. S. bookings.

Yank Stars With 'Another Language' **Now at Premium in European Studios**

Rivkin Says Johnson Is

Inventing 'Security' Risk
Hollywood, Nov. 24.
Federal Bureau of Investigation
probe of applications by Hollywood
writers for Government employment will be asked by Robert Lee
Johnson, chairman of the Government employment subcommittee of
the Screen Writers Guild. Claiming that national security matters
are involved, Johnson stated here
he's going to the L. A. Attorney
General's office to request the investigation.

he's going to the L. A. Attorney General's office to request the investigation.

Statement by Johnson brought an immediate reply from Allen Rivkin, SWG spokesman, who said he had been working at intervals on film projects for the State Department since 1940 and never encountered what are termed "security matters." Rivkin added: "If Johnson feels that he must go further with this mountain-out-of-a-molehill matter, that's his right as an American."

Johnson's intended FBI action is the newest twist in a series of conflicts among SWG-ites anent writers seeking Government jobs.

"As long," declared Johnson, "as there are writers active within SWG who have been identified before the House Un-American Activities Committees as ex-Communists, and some who refused to say whether they are Communist party members, the Guild isn't in a stable position to accept such responsibility."

Lacour, Davidson, Fielding 'Missing' **Probe Witnesses**

Hollywood, Nov. 24.

Probe of Communism in the entertainment business is scraping the barrel and is for the most part repetition of names at this point, but more and more of these names and turning up in radio and television film, the chairman of the House subcommittee investigating Red activities in Hollywood said yesterday (Mon.).

Rep. Donaid L. Jackson. (R.-Cal.), chairman of the House Un-American Activities subcommittee, named three radio-TV personalities whom the U. S. Marshal's office has been unable to serve with subpoenas. He said he couldn't tell whether they were dusking out of town or not, but added that he will possibly hear them next week in San Francisco when the (Continued on page 17)

WILLIAM ALLAND ADMITS CP LINK

Hollywood, Nov. 24.

The House UnAmerican Activities subcommittee investigating TV and radio had surprise withness Monday in William Alland for four years a Universal procucer and prior to that a radio writer.

writer.

Alland was a cooperative witness, admitted being member of Communist Party for two and half years. He quit party late in 1949, Alland declared his UI bosses know about his situation and had been very cooperative about it but a Universal spokesman subsequently stated this was first inkling studio had of Alland's political past,

Eagerness of foreign film producers to break into the U. S. market (see lead on Page 1) is cueing new production patterns on the Continent. It's also proving a boon for American actors who happen to be linguists.

Prime emphasis in many of the big productions lensing abroad these days is on the use of an American star with U. S. marquee appeal. In other instances, pix are actually lensed twice, with the cast going through its scenes first in the original language and then in English.

Practice of circumventing dubbing by using a bilingual cast-or else two separate casts on the identical sets is also spreading to Hollywood. It was decreased in the service of the service of

bing by using a bilingual cast-orelse two separate casts on the identical sets is also spreading to
Hollywood. It was done, successfully, with "The Moon Is Blue"
for which a group of German players was imported.

New outfit, Moravian Productions, has just been organized on
the Coast and is skedded to lens
pix in dual or triple language versions, wth foreign stars to be
brought over for that purpose.

From the point of view of the
American producer this makes
sense since a version of his film,
acted out by the native cast of any
particular European country, is
bound to do better in that area
than any dubbed print of the same,
film starring Hollywood players.
This is particularly true of such
countries as Germany where there
has been a nationalistic surge and
domestic product has always outdrawn imports.

Mixed Teams

Mixed Teams

Producers abroad, and particularly the Italians, have caught on very strongly to the possibilities of teaming American stars with local players. For the U. S. version of the picture, the American records his own lines and the rest of the cast is dubbed in. For Italy, the American star's lines are dubbed into Italian, a usual procedure. Practice of dubbing one another's (Continued on page 19)

(Continued on page 19)

Sales Agent for Calendars With Laced-Up Monroe Sues Censorious D.A.

Pittsburgh, Nov. 24.

Andrew Battison, executive sales agent for the famed Marilyn Monroe calcendars, filed suit here last week against James F. Malone, Jr., district attorney for Allegheny County, charging that Malone "Illegally, unlawfully and beyond the scope of his authority" threatened to prosecute theatre owners who gave the calendars to their customers.

Although the original sales against the calculations of the calculations of the control of t

Although the original Monroes were in the altogether, later ones Battiston distributed had her mod-

were in the allogether, later onesetily draped in black lace like an
ordinary pin-up picture. In his
court appeal Battiston said no
criminal prosecution was filed but
exhibs inertly complied with the
Malone order.

He holds a contract with the S.
S. Zentner Co. as national agent
for distribution of the calendars
to theatres, drive-ins and sporting
events. When a couple of ozoners
advertised patrons would be presented with the Monroes, police
quietly informed them they'd have
to desist or stand the chance of
being shut down.

Battiston wants a court order to
rescond the ban.

Runyon Fund Reaches \$7,444,642 in 6½ Years

Touchy BBC Bans Bartok
Recording of Touch Me,
London, Nov. 24.

Eva Bartok's recording on the Polygon label of "Don't Touch Me," was banned by the British Broadcasting Corp. after it had been set for two programs. On the reverse side is another Bartok number, "Kiss Me."
"Don't Touch Me," written by Harry Noble, is published by Mills
Music.

\$7,444,642 in 6½ Years

The first-financial report of ite Damon Runyon Memorial Fund for Cambon Research, published last week, revealed that the fund's total receipts during its first six and are receipts during its first six and as week, revealed that the fund's total receipts during its first six and are receipts during its first six and are receipts during its first six and are receipts during its first six and and receipts during its first six and and receipts during its first six and a receipts during its first six and are receipts during its first six



HALLELUJAH-FILM BIZ JUMPING

The Best They Get Is the Worst BEST OUTLOOK

Complaints registered by headline-seeking politicians against various singers at last week's gratis talent display in Hollywood for the monarchs of Greece has had the effect, so far, of causing talent to feel that the best they can get out of doing a free show is the worst of it. Conclusion is being reached that unless a performer is a resounding hit under the generally adverse conditions prevailing at a benefit, it's smart to duck.

Situation is especially pertinent in New York where the open season for benefits is at hand. Many institutions give annual affairs around this time and usually only a few of the many turns that go on are in the hit class. The rest feel that they've done themselves some degree of damage by appearing in the sprawling Madison Square Garden shows or those emanating from other gigantic showspots such as the grand ballrooms of the Waldorf-Astoria. It's murderous trying to get across in such places plus the bad psychology incident to an audience tapped for a heavy sum and often convinced that no kind of entertain-ment can be worth the amount of money it cost them to attend.

Discussion of the benefit situation is timely because of criticism voiced by Los Angeles city officials against performers who donated their services for a show before Their Hellenic Majestles, now on a cross-country tour. Top performers such as Eartha Kitt, Andrew Sisters, Frankie Laine and others were criticized by the Los Angeles city fathers for singing allegedly indigo tunes. The King and Queen didn't mind a bit but the busybodies did.

There have been instances where performers have been actively harmed by cuffo appearances. A floppola before the 18,000 or so at Madison Square Garden diminishes the performer's potential audience by that many, and even if he's a click, likelihood is that many that have seen him at the Garden wouldn't want to see him again for some time at least.

In New York various curbs have failed to stem the flow of In New York various curbs have failed to stem the flow of major benefits. As a matter of fact, it's cheaper to hold a benefit under auspices of the American Guild of Variety Artists than it was under the old Theatre Authority regime. The cost under the former TA era was either 10% or 15% of the gross. Today, a name performer works for \$285, which is one-seventh of an arbitrary \$2,000 top weekly salary, and the beneficiary organization chips in some sum to the union's welfare fund. The \$285 is frequently mythical as well because of the fact that the performer often returns that sum to the organization. Incidentally, the actor is liable for the returned check on his income tax as the actor is liable for the returned check on his income tax as part of his earnings.

It's an unwholesome situation.

Showmen Shoulder Social Leadership; **Head Up Numerous Charity Drives**

Extra-curricular work in social, charitable and other fields is keeping many a film exec on the hop. Barney Balaban, Paramount president, served as chairman of the committee of sponsors, and Louis A. Novins, Balaban's assistant, was chairman of the arrangements committee for the 40th anniversary dinner in Washington Monday (23) of the Anti-Defamation League of B'nai B'rith. At this President Eisenhower was presented with the League's Democratic Legacy Medallion.

Ned E. Depinet, former RKO president now serving the company on a consultant basis, is busy fund-raising for the Young Women's Christian Assn. Robert J. O'Donnell is continuing on virtually a Dallas-to-N.Y. shuttle to join film men in Gotham in work on the Will Rogers Memorial Hospital. Saranac, N. Y.

New Brotherhood Campaign
Four co-chairmen have been named to work with Spyros P. Skouras, 20th-Fox prez, on plans for the 1954 Brotherhood Camp.

New Brotherhood Campaign
Four co-chairmen have been
named to work with Spyros P.
Skouras, 20th-Fox prez, on plans
for the 1954 Brotherhood campaign, which climaxes with Brotherhood Week beginning Feb. 21.
The four are Harry C. Arthur,
Fanchon & Marco v.p., St. Louis;
John Balaban, president of Balaban & Katz, Cheago; George
Bowser, v.p. of National Theatres,
L. A., and O'Donnell.
Leonard Goldenson, president
of American Broadcasting-Para(Continued on page 66)

Charity Hits 75% Mark

Hollywood, Nov. 24.
Permanent Charities Committee's 1954 campaign has almost reached the three-quarter mark, with a total of \$902,620 pledged by 16,505 film workers. The goal is \$1,225,000.

"Now we must being in the

"Now we must bring in the remainder from less than 3,000 do-pors," said chairman Steve Broidy.
"Fortunately, a majority of these are in the higher income earners in the talent and executive groups."

'Waterfront' to Columbia When United Artists Balks At Sam Spiegel Budget

At Sam Spiegel Budget

Deal has been finalized for Columbia to take over the release of
"Waterfront." Sam Spiegel indiepic now in production following
differences between Spiegel and
United Artists. Latter company
had been slated to participate in
the financing of "Waterfront." in
addition to distributing it. UA advanced Spiegel \$20,000 for preliminary work on the film.

However, when the total budget
had been drawn by Spiegel. UA
balked. Outfit felt the proposed
production costs to be excessive
and freed Spiegel to shop around
for a distribution deal elsewhere
on condition that its \$20,000 were
to be paid back. Col presumably
put up this coin.

"Waterfront." which stars Marlon Brando. is now shooting in
Hoboken, N. J., with Ella Kazan
directing. Budd Schulberg did the
screenplay, which is based on a
newspaper series by Malcolm
Johnston. Col is figuring on a release early in 1954.

Vet AM-TV Scripter

Lou Derman

has written a humorous satire on the show biz he knows best entitled

Rape of the Tape

an amusing byline piece in the forthcoming

48th Anniversary Number

VARIETY

SINCE 1946-47

Majority of the large companies in the film industry are showing marked gains on the fiscal front. Financial reports recently from 20th-Fox, Paramount, American 20th-Fox, Paramount, American Broadcasting-Paramount Theatres, RKO Theatres, Columbia and Na-tional Theatres revealed money-making improvement at all six out-fits.

Unofficial but authoritative in-

Unofficial but authoritative information respecting "other operations is similarly upbeat. Of all top corporations only RKO Pictures is continuing in the red. This production-distribution company is regarded in the trade as an "abnormal situation" and in no way reflects any industry ups and downs. Film officials and Wall Street observers who have been touting various pic stock issues over a recent period hesitate about predicting any new wave of prosperity, such as experienced in 1946-47. But on the basis of the good financial showings lately, they say they're hopeful that the era of strictly depressing cinematic economies is over.

From a variety of sources come uniform answers one reasons for the encouraging unswings.

uniform answers one reasons for the encouraging upswing:

(1) Widescreen and other new production-exhibition syst ms, plus a general improvement in conven-(Continued on pare 11)

Par May Change Title Of 'Sabrina Fair' Even Tho Play's a Smash

Paramount appears considering a change in title for "Sabrina Fair" despite the fact that the current legit version has become a definite click. Par lensed the pic at the same time the play was in rehearsal.

Cinema Spellbee, Latz's New Game, **Sneak Tested In 3 Skouras Spots**

Synthetic Irish!

Synthetic Irish!
Albany, Nov. 24
Officially the Albany area
has 60 Notre Dame alumm,
but the synthetic alumni is a
vast throng. Manager Paul
Wallen of the Fabian 1,500seat Grand makes this point in
connection with the final Notre
Dame game (against Towa)
via boxoffice Television.
Some 1,200 seats sold out
were occupied Saturday at 85c.

Oscar Ritual Via Theatre TV **Nixed by Exhibs**

Filmdom's own big event of the year, the Academy Award presen tations, was again nixed by exhibi tors as a theatre T / event. ing of theatremen is that home TVing of the Oscar handouts, with a potential audience of several mil fion, is better public relations for

fion, is better public relations for the industry than the limited view-ing possible at present via closed-clipant could achieve.

Acting on a suggestion made by gossiber Hedda Hopper that the film industry employ its own glam-or attraction for theatre show-ing. Box Office Television offered to bid for the event. Following consultations with exhibs and cir-cuit exers, BOTV dropped the idea because of the views of the theatre-

definite click. Par lensed the pic at the same time the play was in rehearsal.

Film company has registered the title registration burerau of the Motion Picture Assn. of America and may use this in stead of "Sabrina"

hecause of the views of the theatremen.

Event, which will be held next March, has been sold to NBC on an exclusive basis, the second surveyer with the title registration burerau of the Motion Picture Assn. of America and may use this in stead of "Sabrina"

A new audience participation game called Cinema Spellbee has had a quiet three-theatre test by Skouras Theatres in the metropolitan N Y, area. Test was entirely at the expense of the originator and patent owner of the game, Harry Latz Skouras has an option on Spellbee which It must exercise by Nov. 30.

Spellbee differs from Bingo in being a game of skill which patrons can play at home as well as in the theatre. It is explained to the audience by a trailer and an emcee. At present the game consumes 21 to 25 minutes but can be speeded up to 15.

Latz is a onetime New York and

up to 15.
Latz is a onetime New York and Atlantic City hotelier (Alamae), who has spent 30 years in direct mail advertising and promotion. He is the inventor of various games He is the inventor of various games played on anusement park mid-ways. For the three-theatre test four performances in each he supplied game materials, placards, trailers and advertising folders plus \$2.400 in cash for prizes. Skouras insisted upon the cash, although Latz envisions Spellbee as (Continued on page 17)

Louis B. Mayer Not Paid \$1,000 a Week as Per Deal With Cinerama

Deal With Unerama
Although Louis B. Mayer, as
board chairman, and Merian C.
Cooper, as veepee in charge of
production, have employment contracts with Cinerama Productions.
Corp. extending until 1957, neither
has been receiving a weekly compensation and the sums represent
a hability on the part of the company. Mayer's contract provides for
a weekly compensation of \$1,000,
and Cooper's pact calls for the prodincer and Argosy Puctures, a rompany with which he is associated, sto
receive \$1,100 per week.
Company's financial report, sent
to stockholders of the closed cor(Continued on page 17)

National Boxoffice Survey

Trade Still Uneven; 'Robe' No. 1 for 9th Stanza In Row, 'Marry' 2d; 'Cinerama,' 'Jane' Next

In Row, 'Marry' 2d; 'Cinerama,' 'Jane' Next

Arrival of cooler weather in many sections of the country is not helping business at first-runs generally this stanza because numerous exhibitors are only marking time until Thanksgiving week to launch stronger bills. Result is that many spots have holdovers that have been extended only to leave room for bringing in new bills for the holiday week.

"The Robe" (20th) continues national champ at the wickets for the ninth consecutive session. It is playing in some 24 key cities covered by Variety a Millionaire" (20th), second 'Scope pic to be released, is finishing a smash second, coming on fast as it is being gradually dated in the bigger keys. It is playing in 11 theatres currently "Cinerama" (Indie continues very big to cop third position.

"Calamity Jane" (WB is pushing up to fourth spot, after some tough going on a few initial playdates. It is good to sock. "Here To Song," also from Metro, is taking seventh money as a result of a batch of playdates.

"Mogambo" (M-G) again Is finishing sixth, as a week ago. "Torch Song," also from Metro, is taking seventh money as a result of a batch of playdates.

"Captain's Para taking 12th spot. Latter has not been in main key spots for some time, but several new playdates is giving it a boost tonlinent.

Hollywood 28 6311 Yurra Street

6311 Yutra Street
Washington 4
1292 National Press Building
Chicage 11
612 No Michigan Ave
Lendon WC2
8 St. Martin's Pl., Trafalgar Sq.

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. 66

Chatter	74
Film Reviews	6
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Inside Legit	68
Inside Pictures	19
Inside Radio-TV ,	42
International	12
Legitimate	67
Literati	73
Music	50
New Acts	63
Night Clob Reviews	64
Obituaries	75
Pictures .	.3
Radio-Television	29
Radio Reviews	36
Record Reviews	50
Talasia Damen	28
Television Reviews	33
7P37 12.1	26
	66
21 1 111	
Vaudeville	60

DAILY VARIETY
(Published in Hollywood by
Daily Variety, Ltd.)
\$15 a Year \$20 Foreign

Engrence of different con-processes in various parts of the vorid, and particularly the advent of the new Eastman color in the L. S., stands to change the long-established pattern of color use, film exces in N. Y. believe.

Comment centers primarily around the eventual effect of Cine promise the eventual effect of Cine-paScope and the wider application of Eastman color on Technicolor both in this country and abroad where producers are increasingly interested in tint lensing.

Interested in tint lensing.

There is a widespread belief that unless Techni puts into work long histel ed plans to establish labs on the Continent, some of that misers will eventually hegin to slip through its fingers. Reasoning is that, while Techni is still considerably cheaper than any of the other processes when it comes to volume print orders, the fact that rushes and print work must be done by the boudon lab makes up for a good part of that saving. In addition, industry execs are impressed by the quality of film shot or Eastman negative and printed on Eastman positive.

Eastman has been getting numer-

on Eastman positive.

Eastman has been getting minnerons requests from foreign countries for into on 1-b equipment and
processing procedures for its color
int. Eastman negative sells at
\$125 per 1,000 feet while the positive costs \$41.50 per 1,000 ft. Since
Tecani print stock, to which it applies its inabilition, dye-transfer
process costs only \$13.50 per 1,000
ft. it's difficult for other labs to
meet the Techni release print-price
of 4,98c per toot. The best they
can do so far is 61ac per foot,
charged by Pathe Labs.

Parls Sure, Italy Maybe

Parls Sure, Italy Maybe Techni color is definitely commit

technic coor is definitely committed to the setting up of a Paris lah and Vantery hears an Italian lah also is contemplated. This will undoubtedly strengthen the Techniposition, but observers point out

(Continued on page 18)

Pathecolor And Rank Lab In 2-Way Pact

Looking for greater employment of its Pathecolor facilities in N. Y. and Hollywood, Pythe Laboratories has signed a print work exchange agreement with the J. Arthur Rank-affiliated Denham Laboratories in Reitsin. ries in Britain.

The unique two year deal was worked out by Ben Rese who has just been appointed Pathe Laboratories rep in Europe He will make his headquarters in London W. M. Harcourt, Denham managing director, repped the British laboutift in the negotiations.

w. M. Harcourt, Denham managing director, repped the British lab outfit in the necotations.

Under the arrangement. Pathe will get a new European outlet for fix Pathecolor which is the tag the lab puts on the Eastman megative-positive that process. Pathe hopes to send a minimum of 15 Pathecolor reduces to Britah moder the first year of the agreement.

The Pathe outfit, a subsidiary of Chexapeake Industries, has a pressent capacity of 2 000 000 feet a week according to exect vp. James L. Woltott, who said the lab could handle a picture a week turning out between 250 and 300 Pathecolor prints. The current Pathecolor release print price comes to 63 a per toot.

Financial Interest

The Pathe-Denham deal involves primarily pix in which the labs have a financial interest since this gives them a certain says on it the groducers' handling of print arrangements. According to Wolcott Pathe in 1953 put money in from 25 to 30 feature pux. The important aspect of the pact says Wolcott. Is that it guarantees a U. S. producer a European aclease which he hand had before.

There are a complet of other British labs capable of handling the Eastman color stock, but Denham is his far the largest. Exchange of technical inforbation enth Pathe, ket, none of them as yet authors-especially from the standpoint of Denham processing Pathecolor has already begun, Wolfott indicated, pleanung the standpoint of openham processing Pathecolor has already begun, Wolfott indicated, treitally, Paramount has a con-

Southern Gallantry?

Southern Gallantry?

Memphis, Nov. 24.

This famed centre of blue-to-sery and censorship stomped firmly on Arthur Groom's attempt to get down-town Monroe Avenue renamed "Marilyn Monroe Avenue" just for the run of "How To Marry A Millonaire" at Groom's house, Loew's State. Nix said the solemn city fathers.

But the Memphis Scimitar was amused and made mirthful copy of the turndown plus a sexy cut of Mile. Monroe on page one. Mile. Monroe on So who's kicking?

Ballet. Circus. **Bouts Are TV** Theatre Maybes

Concluding its weekly series of Notre Dame football games last Saturday (21), Box Office Television, promoter of theatre TV events, is eyeing an ambitious program for 1954, with the aim to give closed-circuit equipped thea-tres at least four attractions a nouth

tres at least four attractions a month.

BOTV is currently dickering with the New York City Center of alusic & Drama for theatre telegasting of its hallet, opera and drama attractions, the Ringling Bros. Barnum & Bailey Carcus, the New York and Philadelphia Philadennonic orchestras, and several of Gotham's leading niteries, in the sports field, it hopes to present a weekly series of fights, inclinding championship boots, college toothall games, and major league baseball, excluding the All-star and World series vanes, seclats to which have already been Star and World series games, rights to which have already been sewed up by home TV.

BOTV will devote the next two

BOTY will devote the next two months toward building up 2 inct-verk, employing as bait its ofter in install portable or permanent equipment on a rental basis. Uncer this plan, closed-circuit outfit v21 make the meessary installations of theater TV equipment in tions of theatre TV equipment in return for \$50 per use for portable enits and \$100 for permanent equipment. In addition, theatres rust share the ho, receipts from the TV events on a 50-50 hasis with ROTV. Theatre TV company will ask two-year contracts and a guarantre that theatres will pact for at least 30 attractions animal-by before installations are made. Company's timetable, is 50 in-

Company's timetable, is 50 in-allations by March, 100 by Jime n! 200 by next September,

Harry Cohn's \$207,800 Tops Columbia Salary List of \$1,169,850

Columbia's officers and directors received a total of \$1,169,850 in remuneration for the 1953 fiscal year, the company disclosed in a proxy statement sent out this week in advance of the annual meeting Dec. 21. The total compared with \$1,148,002 in 1952.

Topping the list is president flarry Colm who was handed \$207.-800, including \$25,800 in expense allowances which he is not required to account for, Payoff to Colm in the previous year was \$197,600, including \$15,600 for expenses.

\$197.600, including spenses.
Other individual salaries remained the same with the exception of Nate B. Spingold, v.p. In 1953 he received a total of \$105.600, including \$9.600 for expenses, compared with 1952 remuneration of \$94.600, including \$8.600 for ex-

of \$94,600, including \$8,600 for expenses.
Others listed are: Jack Cohn, exec v.p., \$145,600 including \$15,600 for expenses; Abe Schneider, vp.-treasurer, \$130,000; and Abe Montague, domestic distribution v.p., \$130,000.
Candidates for reelection to the board are the foregoing along with Leo M. Blancke, Donald S. Stralem, Alfred Tart and Abraham M. Sonnabend.
Harry Cohn continues as Col's biggest stockholder, with the right to vote 18,79% of the total stock issue. He owns 126,084 shares, Jack Cohn has the right to vote 12,38% of the stock via his own holdings of 42,294 shares plus other stock in trust or held-by members of his family.

METRO TINT LAB UP TO 1.000,000 FEET

Hollywood, Nov. 24.
Facilities of Metro's color laboratory are being expanded to a weekly capacity of 1.000,000 feet of him, capable of handling all the company's CinemaScope productions.

company's Circumstance Company's Circumstance Circumstance Circumstance Circumstance Circumstance Company Conversion of the Lab will be completed in another week.

All Take Oath

Hollywood, Nov. 24.
Latire exec loard of Screen
Writers Guild, at first session preyed over by new prexy F. Hugh
Herbert, voluntarily took noncommunist oath at Monday night
moerting

tender Taft-Hartley only officers required to take such oath but all board members decided to put selves on record.

Warners Split, East and West, Re **Tollcasting (To Homes) as Film Aid**

Upcoming Telemeter subscription-TV test at Palm 'Springs is method which gets it first practical once again centering attention on tryout at Palm Springs. Zenith's toll viden as potential revenue for Phonevision was tested in Chicago two tears ago, and Skiatron's Sub-Companies are generally keeping scriber-Vision had a N. Y. test run

(Continued on page 18)

Vet Public'st Pete Smith

e congenital eptimist, excorlates the Walling Wall in a bright piece on

There's No Business Like Schmoe Business

on amusing editorial feature in the forthcoming 48th Anniversary Number

VARIETY

Cinerama Scouts Literary Market

Anybody got a script appropriate for the biggest of the wide-screen processes? Preferably a musical or a spectacle.

Apply S. H. (Si) Fabian, Stanley Warner Corp. With SW, holders of the rights to Cinerama, launched on its followup picture to "This is Cinerama" with Louis de Rochemont's "The Thrill of Your Life," Fabian and other Cinerama execs are combing the literary market for additional product for conversion to the Cinerama medium. Ingredients of the script must be such that it will result in a spectacular dramatic picture and/or musical comedy whose contents and story interest will rival anything offered by other largescreen processes, which lack the intrinsic power and dimensional impact of Cinerama."

Shooting BR, The Stars and 'Caine'

By STANLEY KRAMER

Small-Fry Grid 'Bowl' As Variety Club Benefit

As Variety Club Benefit

Byran, Tex., Nov. 24.

Fifth annual National Milk Bowl
game for small-My teams, slated
for Dec. 5 at Lufkin, Tex., will get
national expesure via a Mutual (Al
Helfer) radio pickup, TV and theatrical newsreels, press and magazine coverage.

Game will have the Dallas Variety Club's Variety Boys Ranch
team playing the New Orleans city
championship small-fry. Proceeds
from the game go to the Lions
Club Camp for Crippled Children
at Kerrville, Tex. Audie Murphy
will be guest of honor at the game
which, starting in 1954, will be
played permanently at Houston.

Tony Mann Paen To Freelancing;

Final solution to the widescreen

Dud Insurance

By FRED HIFT

il solution to the widescreen ma may be a system under the sereen is permitted to dand contract in relation to higet material presented, acts to discovered material presented and material depart from these making of "The Caina Mutiny."

It is true that we gave it as 3,000,000 budget and a 71-day schedule, setting an all-time record for ourselves. But we feel we have maintained our ability to give value, scope and magnitude to this story at less cost and in less time. Sure, it's a lor of time and money of the biggest bonanzas that or of the biggest bonanzas that the making of "The Caina Mutiny."

It is true that we gave it as 3,000,000 budget and a 71-day schedule, setting an all-time record for ourselves. But we feel we have in attentive day of the making of "The Caina Mutiny."

It is true that we gave it as 3,000,000 budget and a 71-day schedule, setting an all Final solution to the widescreen dilemma may be a system under which the screen is permitted to expand and contract in relation to the subject material presented, according to director Authony Mann who visited NY, last week.

Mann, whose last assignments with the Glenn Miller Story' for Ucaversal, said he wasn't sold on ChemaScope because "when you make someone lose height, he also loses stature." In addition, he thought it would be difficult to create an intimate atmosphere with the anamorphic 1.55 to 1 process. "When the action centers around the middle of the screen, all that stuff on the sides just isn't necessary and, if anything, distracting," he observed.

His next pic will be at Paratount where he'll do "Strategic Air Command," his seventh film in a row with James Stewart and this first as producer-director, June Allyson has the femme lead coposite Stewart, same as in "The Glenn Miller Story." In 'contrast to his last couple of films at U. Leither Stewart nor Mann will have a profit participation deal at Par. "Air Command" rolls in February.

Mann said he liked being a free-

Mann said he liked being a free-lance and wouldn't have it any (Continued on page 19)

L. A. to N. Y. Elizabeth Barry

Elizabeth Barry Carl Dudley Ava Gardner Gene Garvin Janet Gaynor L, Wolfe Gilbert Henry Ginsberg Paul Henreid Johnston Evelyn Keyes Piper Laurie Albert Lewin Jay Lurve Albert Lewin
Jay Lurye
Harry L. Mandell
Charles C. Moskowitz
J. Carrol Naish
Gene Nelson
Walter Pidgeon
LeRoy Prinz
George Ratt
Gene Raymond
David Rose
Nicholas M. Schenck
Spyros P. Skouras
Francis L. Sullivan
Philip Terry
Terry Turner
Hal Wallis
Fred Walton
Margaret Whiting
Robert Wise Now that we have finished fining "The Caine "Mutiny" for Columbia, I can take a little time explain what some people seem to

iumbia, I can take a little time of explain what some people seem of think is an anomaly in our company's method of operation.

The question I was asked most was, "How come the Kramer company has gone in for a multimillion dollar production when its policy was always lower budget and shorter schedules?"

This question opens up several cans of peas, and some of them are worth looking into. In the first place, our company was not dedicated to "lower budgets and shorter schedules" per se. We have always felt that our primary function was that of story tellers, and that we wanted to tell stories that were fresh, exciting and had something to say.

We were fortunate enough to devise an operational method in preparation and pre-production rehearsal that enabled us to get values on the screen at lower cost and in shorter time. We did not at all depart from these mechanics in the making of "The Caina Mutiny."

It is true that we gave it a

N. Y. to L. A.

Richard Charlton Margaret Ettinger Joe Glaser Gloria Grahame Edmund Grainger Rex Harrison Hedda Hopper Van Johnson Van Johnson
Larry Kerr
Hugh Marlowe
Lilli Palmer
Louella O. Parsons
Alexander Schiff
Philip A, Waxman

Europe to N. Y.

Claire Alcee Annabella Veronica Bell Ludwig Charell Max A. Cohen Gioria Drew Gloria Drew
Joanne Dru
Sonja Henie
John Ireland
Jacques de Menasce
Carlton E. Morse
Mikhail Rasunny
Terence Rattigan
John Ringling North
Louis Sallet John Ringing Note Louis Sallet John B. Spires Mischa Violin Max E. Youngstein Adolph Zukor

N. Y. to Europe

Corinne Calvet George F. Foley Ava Gardner Edward Kreisler Edwin Rich Ginger Rogers

IS INDIA EXPANDABLE MARKET?

How Eady Coin Was Divvied Up

American distribs collected \$666,800 from total of \$6,914,000 paul into Eady Fund during year ended last August. MGM share totaled \$352,000. Fox got \$142,000. United Artists share was \$59,000. Other figures: Warners, \$58,000; Paramount, \$33,000; Columbia, \$21,000.

\$21,000. J. Arthur Rank's General Film distribs collared biggest slice with \$2,161,000, followed by British Lion with \$1,012,000, Pathe with \$900,000. Independent film distribs divided \$401,000. Producers of shorts collected total of \$720,000.

Cravenne Sees French Moribund: Need for 'Sell' in U. S. Now Acute: **Favors Special Office for 1954**

Dailey, Mitchum Nixed Hollywood, Nov. 24.

SPOOFS

Dick Powell will play the male lead in RKO's "Susan Slept Here." a job turned down successively by Dan Dailey and Robert Mitchum. After he finishes the emergency chore, Powell will return to his regular post as producer-director. Picture, originally intended as an indie and later sold to RKO.

STOCK RADIO

—BENNY

who have done-likewise.

Loew's filed the suit last June when Benny was preparing the show. Filming of the program was permitted at that time by Federal Judge James M. Carter but it has since been sealed pending decision of the case.

Los Angeles, Nov. 24.

Plan for the establishment of showcases in all of the world's major capitals as well as a number of U. S. keys is under discussion between the French industry and government, according to Robert Cravenne, head of the Unifrance which promotes the export of Perench pix. Cravenne returned to Paris yesterday (Tues.) from New York.

He declared his convertent.

York.

He declared his conversations with indie distribs of French films in the U. S. had left him with the disturbing impression that some lack confidence in the French pictures and that, should this be found to be true, "we may have to do the job ourselves."

For the moment, assuming that

to be true, "we may have to do the job ourselves."

For the moment, assuming that there will be provisions for some kind of subsidy in the next Franco-American film agreement, Cravenne aims for the establishment of an office to promote French films in the U. S. early next year. The setup would function along the same lines as Italian Films Export with any decision whether or not to go into distribution deferred for at least a year.

Cravenne thought there was no immediate likelihood of any combined French-Italian operation in the U. S. even thought that possibility is not counted out at a later date. The ideal setup, he thought, (Continued on page 22)

The Least the counted out at a later date. The ideal setup, he thought, (Continued on page 22)

That Institutional Ad For Films as Relaxer: It's Donahue & Coe's

It's Donahue & Coe's

Donahue & Coe, New York advertising agency whose accounts include Metro, Columbia, several of the big Broadway houses and a number of N.Y. metropolitan area circuits, inserted full-page ads in the Times and Herald Tribute Monday (23) boosting pictures as a form of relaxation.

Agency's name did not appear in the ad, a small type notation shaply saying "This advertisement paid for by a friend of the motion picture industry," According to Ed Churchill, head of Donahue & Coe, idea for the ad was based on the experience of one of its copywiters. Bushed and tired after the day at the office, the adman plunned his wife, "told her to get a baby sitter for the kids, meet him somewhere and they'll have a bite to eat and go to the movies," "When he got home after the

"When he got home after the novie," the exec said, the tension (Continued on page 17)

METRO'S 'KNIGHTS' IN THANKSGIVING MARCH

Complete unit typifying Metro's first CinemaScope picture. "Knights of the Round Table." will be seen in Macy's traditional Thanksgiving Day parade tomorrow 'Thurs.'. Instead of just a float. 15 "Knights" in full regalia will ride prancing steeds escorting a Queen of Hearts float. Armor, shields, lances, horse trappings and all costumes are authentic replicas treated for the M-G production. Parade, viewed by some 2.000-000 New Yorkers, will be covered by national TV hookups, newsreels, radio and newspapers.

First step in any scheme to expand the Indian market and to establish a closer lationship with the Indian indus-try and public should be the set-ting up of a Motion Picture Export Assn. office in India.

Assn. office in India.

That's the opinion voiced in N. Y. last week by Keki Modi, prominent Indian exhibitor distributor and brother of the Indian actor-producer Solitab Modi. Specific purpose of his current trip to the U.S. is to show the latter's production. "Queen of Jhansi." and to soout possible coproduction deals.

Modi who appeared the 29 the

deals.

Modi, who operates the 28 theatre West Indian Theatre circuit,
sounded pessimistic over the
chances of obtaining a graving
U. S. film return from India where,
be said, American pix now derive
72% of their revenue from only
four key cities—Madras, New Delhi, Calcutta and Bombay. There
is really no other way to improve
that situation short of a campaign
to educate Indian andiences to
western tastes in entertainment, he
feels. The many dialects of the
vast country is a big cureall.

It's Modi's view that an MPEA

vast country is a ling curreall.

It's Modi's view that an MPEA office in India would go a long way in easing the censorship problems met there by Hollywood imports and would also contribute to a better inderstanding on both sides of the basic differences in approach to the film art.

(MPEA is pondering ways and means of getting a greater return from the Indian market and has considered appointing an India

Gable In Dialect N.G.

Dubbing, he opined, wouldn't be effective since the Indians find it difficult to accept a Clark Gable or a June Allyson speaking in their native dialect. Some big Hollywood spectacles, like "Samson and Deliah," have done very good business because of their color and action appeal. Modi said. "They may not have inderstood the dialogue, but they didn't have to. It was quite evident what was going on on the screen." he observed.

There are 3,000 theatres in In-Los Angeles, Nov. 24.

In answer to a suit brought by Loew's, Inc., to restrain him from spoofing the Metro film "Gas-light," Jack Benny told Federal Court that burlesquing of films is accepted as a custom in broadcasting. He added that in the last 21 years he has burlesqued no less than 84 films, of which 26 were made by Metro. He also cited Fred Allen, Sid Caesar, Bob Hope, Jackie Gleason and other comics who have done likewise.

Loew's filed the suit last June.

There are 3,000 theatres in In-dia today and domestic pic them-selves are getting only about 5% of the population which runs to 200,000,000. Modi said India itself

(Continued on page 17)

Americans Quick to Sniff 'Cartel,' Wonder About Southeast Asia Assn. With Jap Producer As President

Ricardo Montalban Stars And Partners in Mex Pic

Hollywood, Nov. 24
Ricardo Montalban, former Met
ro contractee, enters the indie pro
duction field through a partner
ship with Norman Foster and the
Calderon Bros. of Mexico City for
the filming of "Green Shadow" the filming of "below the horder.

Picture will be made in English and Spanish with Foster producing and directing and Montalban star ring in both versions.

at a message to the receipt of the satellites with role of the sate time, the condering about Asia" tag since Ja and into that geograph and a message to the new patients of the sate of the form of films into the United States" and he sounded a warning mole, saying and pretting to the Motion Picture of films into the United States and he sounded a warning mole, saying and pretting dovernment view has been comminded to the Motion Picture Export Assi. The Department acted at the request of MPEA prexy Eric dollars in the sate of MPEA prexy Eric dollars in the past, with the matter of film trade between this country and the Soviet orbit. Within the past several months but the MPEA and individual member companies have here control at the past, with the made by the country and the Soviet orbit. Within the past several months but the MPEA and individual member companies have here control at the past, with the made by the country and the Soviet orbit. Within the past several months but the MPEA and individual member companies have here control at the past, with the made by the past several months by several of the satellites with roble to the MPEA and individual member companies have here control at the past, with the made by the past several months but the matter of the finture, so in the past, with the made by the past several months and the past, with the made by the past several months and the past, with the made by the past several months and the past, with the made by the past several months and the past, with the made by the past several months and the past, with the made by the past several months and the past, with the made by the past several months and the past, with the made by the past several months and the past, with the made by the past several months and the past, with the made by the past several months and the past several months. The past method the past with the past with the made by the past with the

lude in the matter.

While the State Dept's communication to the MPEA takes the form of comment which is not to be construed as a firm ruling at unlikely that there will be any deals to send pix to Russia or it satellites. But actual decision is still up to film company president who'll have to weight the public relations aspect against the arguidential of the state of the satellites.

Creation of a Federation of Mo-Creation of a Federation of Mo-tion Picture Producers in South-cast Asia, with Japan's Masichi Nagata as president, has been the subject of speculation among American company execs in N. Y. Primarily, they wonder what the ultimate purpose of the organiza-tion might be. - It's pointed out that Indian mem-bership in the group was voted down at the organizational meet in Maoula, which strikes American

down at the organizational meet in Manula, which strikes American observers as odd in view of the fact that India and Japan are the two large film producing countries in Vaia. At the same time, the com-panies are wondering about the "Southeast Asia" tag since Japan doesn't fall into that geographical term.

org, ecording to Goy. Ellis Arnall, SIMPP prexy.

In N. Y. briefly best week prior to going on to Washington, Arnall and the and, his staff were currently busy collecting all possible information on individual territing with the Motron Picture Export Assn. and IMPEA may eventually work out an info exchange deat.

deal.

Once SIMPP feets it has the nere sary statistics at hand, Arnall plans to send a rep abroad to make actual contact. He will be followed by other SIMPP emissaries. "Our primary objective will (Continued on page 18).

OUT SOON!

48th Anniversary Number

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CONDON U.A.'S PARIS PUBLICITY REP

Richard Condon, who went to Parts: a comple of months ago to map out a publicity service for United Artists in behalf of indie pic-producers working in Europe, is staying on in the French capital ander a new two year deal with

Is staying on in the right sanitary a new two year deal with UA.

This was set by Max E. Youngstein, UA vp. who returned from Parts and other key cities abroad over the past weekend. Youngstein said, the promotion service for the filmmakers channeling their product through UA is being made permanent. Condon, a partner in the (Kays Norton & Condon indie public relations outfit, formerly was ad pub head of RKO.

Youngstein also discussed UA's upcoming 35th anniversary observance and the company's product linear for next year with exhibitors and UA reps in Frankfort, Amsterdam, London and Rome, in addition to Paris.

Authur Krim, UA prez who's now in Rome, will continue his stay abroad another four weeks.

(3-D DOCUMENTARY)

Documentary around Korean front line action during "cease fire" negotiations. Fairly exciting and tense in building to a blazing climax. Good boxoffice values.

Hollywood, Nov. 23.

Pacamount release of Ital Walles production, photographed entirely on the production of Defense. Direction and story by Owen Crump, sereenplay, Walter Industry in Wood of the Production of Hollywood, Nev. 23

Front line activities on the day the "cease fire" agreement was reached in Korea background this 3-D documentary-type feature. The state of the subject matter, the on-the-spot lensing and the use of regular G L's for, the principal players. In many instances the dimension leusing produces remarkably life-like depth, representing a decided pictorial and exploitation asset. The human touches in the story line and the hard ironies of war, as experienced by the non-professional performers, engender an audience understanding and sympathy which distinguish "Fire" from the conventional documentary.

audience understanding and sympathy which distinguish "Firem the conventional documentary.

Owen Crump, who directed from his own story which Walter Doniger scripted, took a camera crew to Korea to tell what is behind the news line, "just another quiet day in Korea" Lensing attention centers mainly on a small patrol out facing life and death while true negotiations go on at Panmunjon. What the writing has to say isn't profound in any measure, but the cloaking of realism in the simulation of actual patrol dangers comes over well, giving the film the tone of authenticity.

The GL's portraying members of the patrol ordered out to determine the extent of enemy occupation of a mountain called Red Top go about their film work in a reasonably natural manner, and fit their own dialog to a given situation, rather than reading prepared lines. This truck gets by because there isn't much talk in the film. Several Hollywood players are spotted among the supposed war correspondents sitting out the negotiations at Pannunjom.

Ellis W. Carter handled the photography and captures on film the feel of the Korean battle sites. Editing was by John M. Woodcock under the supervision of Warren Low and holds the footage down to a proper length of 75 minutes. The Hal Wallis production was in cooperation with the Department of Defense, with Major Raymond Harvey acting as technical advisor and Lieutenant Colonel Fred R. Bates as project officer in Korea.

Dimitri Tiomkin and Ned Wash-Ington contribinted a martial march.

Licuteriant Connet Fred R. Bates as project officer in Korea. Dimitri Tiomkin and Ned Wash-Ington contributed a martial march, "We Are Brothers in Arms," for the G.I.'s to sing, Tiomkin also did ington contributed a martial march, "We Are Brothers in Arms," for the G.I.'s to sing, Tiomkin also did the film score, but too often its soft tonal quality is inconsistent with the rugged flavor of the subject matter.

Hondo (3-D-COLOR)

Exciting offbeat western dealing with Indian conflicts in the southwest. John Wayne, topnotch 3-D photography, and good yarn augurs sock b.o. results.

Warner Bros release of Wayne Fellows Freduction. Stars John Wayne with Creatdine Prace. Features Ward Bond. Michael Pate, Lames Arness and Rodelin Acosta Directed by John Farrow Screen-play by James Edward Grant from Colling Warner Collins and Collins and Archic Stott, editor, Raibh Dawson music, Emi Newman and Hingo Friedbofer. Previewed in N.Y., Nov. 18, 53. Running time, 84 MiNS.

Hondo	John Wayne
Angle Sixtable contracts	Geraldine Page
Buffalo	. Ward Bond
Vittoro	Michael Pate
I ennie	James Arness
Silva	Rodolto Acosta
F1 Lawe	Leo Gardon
Lt McKay	Tom Irish
Johnny	
Major Sherry	Paul Fix
Pete	Rayford Barnes

Comparisons between "Hondo" and Paramount's recent "Shane" are inevitable, but a degree of similarity should not detract from this Wayne-Fellows production, It's an exetting offheat western in the exiting of the exiting of

"Il Cappette
"Il Cappetto," (The Overcoat), was reviewed in Variety
from Cannes June 4, 1952. The
Faro Production, based on the
Gogol story was directed by
Alberto Lattuada, and stars
renato Rascel and Giulio
Stival. The film is being released in the U. S. by Times
Film Corporation.

"An intelligent but somewhat uneven film version of
the Gogol story, this has
spotty boxoffice possibilities
here and abroad," opined
Hawk, "Story of the smalltime
tity employee whose purchase Il Cappotto

Hawk, "Story of the smalltime city employee whose purchase of a new overcoat brings him friends and a new position in life, while its theft kills him and he is soon forgotten, is nearly always appealing and moving. Technical credits are fine, from Mario Montuori's able camerawork to Felice Lattuada's music."

of cameramen Robert Burks and Archie Stout, it should be noted that the 3-D photography is the best one reviewer has seen to date. The stereoscopic cameras and WarnerColor have successfully cap-tured the vast natural beauty of Carinargo, Mexico, where the pie-ture was filmed on location. Con-siderable effort was made to bring in a crew to this relatively wild country about 500 miles south of El Paso "Hondo," like "Shane," gives the

"Hondo," like "Shane," gives the western a aura of maturity, It depicts a conflict of interests rather than an individual battle of good versus evil. As in "Shane," where the rights of ranchers in their fight against the farmer-settlers are presented, so are the views of the Apache Indians forcefully revealed in "Hondo," Vittoro, the Apache chief, is shown as a just leader, concurned about the problems of his people and bewildered by the white man's violations of treaties. While the skirmishes and armed battles with the Indians are excitingly presented, James Edward Grant's screenplay of Louis I'Amour's Collier's story deals considerably with the relationship of individuals, Wayne, as a civilian scont for the U.S. Cavairy, arrives at the isolated ranch in Indian territory of Miss Page and her young son. Practically abandoned by her ne'er-do-well husband, she is forced to do the ranch chores by herself, a task with which Wayne assists. While in "Shane" a strong attachment develops between the boy and the tacitum stranger, the relationship in "Hondo" is between the woman and the he-man visitor. Warnings of Indian uprisings go inheeded by the woman who clecks to remain on her ranch "because the Indians are my friends."

Wayne accidentally comes across Miss Page's husband and kills him in self defense, While the romantic attachment between Wayne and Miss Page shusband and kills him in self defense, While the romantic attachment between Wayne and Miss Page frows, a conflict arises over the death of her husband, a problem which is eventually solved with Miss Page, the boy and Wayne going off to the latter's ranch in California.

Wayne scores as the silent-yetoutspoken Indian scout. Miss Page, on glamor girl, gives a sensitive portrayal as the ranch wife, Her mannerisms, so obvious in her stage appearances, have been subdued, approperting roles.

Robert Fellows rates a nod for overall production values, Technical aspects are all tops. Holl.

3 Sailors and a Girl (MUSICAL COMEDY-COLOR)

Light, breezy musical with Jane Powell, Gordon MacRae, Gene Nelson; likeable film escapism for general play-

Hollywood, Nov. 23.

Warner Bros. release of Saminy Cahn production. Stars Jane Powell, Gordon MacKac, Gene Nelson, features Jack E. Leonard, Sam Levene, George Givol, Veda by Roy, Dol Ruth, Sercenplay, Roland Kibber, Devery Freeman; based on a play by George S. Kaufman; camera Crebnicolor), Carl Guthrie; editor, Owen Marks; musical numbers staged and directed by Lettay Prinz; musical direction, Ray Hein Precitived, Nov. 20 53. Running time, 98 and 1985.

Penny	Jane	Powe
Jones Go	rdon	Mar Ra
Twitch	Gene	Nelso
Joe Woods		
Rossl		
Fave Foss Ve	da Ai	nn Bor
Websler Arche		
Morcow Raymo	nd G	reenlea
A Sailor		
Parky Jac	k E.	l.conar

tunes are spritely, as are the per-formances, chuckles are well spotted, and there is plenty of production flash in the dance num-bers, costuming and the Techni-color tints.

VARIETY

Jane Powell, Gordon MacRae d Gene Nelson co-star and are e chief exponents of the songs d dances that occupy much of e 94 minutes of footage in the the 94 minutes of footage in the Sammy Cahn production. Cahn also doubled from his producer chores to co-cleff the songs with Sammy Fain and the music listens easily. The big production finale is a dressed up, tuneful affair with Miss Powell and MacRae doing "Home Is Where the Heart Is" before Nelson takes over the terping with line dancers. Miss Powell's "Face to Face." her teaming with MacRae on "There Must Be a Reason," "When It's Love" and "My Heart Sings" finds them both pleasing the customers.

In a lighter, comedy vein, with

In a lighter, comedy vein, with Jack E. Leonard, outsized nitery comic, contributing largely to the chuckles, are "Lately—In Love," on which Miss Powell, MacRae and Nelson participate, and "Show Me A Happy Woman and I'll Show You A Miserable Man," done by Miss Powell and Leonard, "Kiss Me Or I'll Scream" is amusing as done by Miss Powell. Also, it serves as a reprise. "You're But Oh So, Right" is another group piece. Cut in for a chorus is the oldie, "Embrace Me."

Roy Del Ruth's direction expertly blends plot hokum with songs and dances, pacing out lag. Roland Kilbec and Devery Preeman scripted, basing the writing on a play by George S. Kaufman. Briefly, the film deals with a group of submarine sailors who, through MacRae, Nelson and Leonard, put their savings into a musical being promoted by Sam Levene. The three sailors are babes in the woods on B'way, but soon learn the ropes and a flop show is turned into a hit with the boys starring with Miss Powell after its hambone leading man, George Givot, has ankled the setup.

In addition to the strong comedy impression made by Leonard, the laughs get a major assist from Levene. Seen briefly are Veda Ann Borg, as Levene's girl friend, Areher MacDonald, bespectacled playwright; Raymond Greenleaf and Henry Slate. They, along with the starring trio, manage to do their share towards keeping the film entertaining.

LeRoy Prinz staged and directed the musical numbers for sight appeal. He gives Nelson plenty of opportunity for showy terps on a submarine, in a garage and in the show-within-a-show. Ray Heindorf's musical direction is good, as are the orchestrations by Frank Constock and Gus Levene and the vocal arrangements by Norman Luboff. The color lensing by Carl Guthrie and the other technical contributions are expertly executed.

Forbidden

Regulation melodrama with Macao background, plus Tony Curtis, Joanne Dru, Lyle Bettger to sharpen playdates possibilities generally.

Universal release of Lett Richmon pro-duction. Stars Tony Curtis, Joanne Bru-Lie Bettger, features Macsin Miller, Victor Sen Yung, Peter J. Mannakos, Mae Jas Sing, Howard Chuman, Weaver Levy. Urcer led by Rudolph Mate, Screenplay. William Sackhelm, Gl. Doud; story by William Sackhelm, Gl. Doud; story by Jacob March Chuman, Wallam Daniels, edi-ter, Edward Chrissan, Brune, Frank Skin-ner Previewed Nov. 19, 53 Running time, Eddie

Eddie	Tony Cu	rtie
Christine		ben
Justin	Live Rett	erer.
Chalmer	Marvin Mil	110.8
Allan	Victor Sen Yi	ang
Soo Lee	Peter J. Mama Mae Tai S	kos
Hon Fat	Howard Chun	ing
Tang	Weaver L	Over

A regulation set of melodra-matics concerned with hoodlum enterprise in Macao is offered in

The Passionate Sentry

"The Passionate Sentry" was reviewed as "Who Goes There" from London for Variery June 25, 1952. The London Films production stars Valerie Hobson, Nigel Patrick and Peggy Cummins. Screenplay by John Dighton, produced and directed by Anthony Kimmins. U. S. distribution, Noel Meadow.
"It is a surefire light offer-

"It is a surefire light offering for British exhibs, and the theme, which pokes fun at British pomp and tradition, should make it a strong entry for the American art house trade," opined Myro, "The film is a series of frivolous incidents that follow when a Buckingham Palace guard deserts his post after being plagued by a girl he has jilted."

Decameron Nights

"Decameron Nights" was reviewed 'n Variery from London, Jan. 21, 1953. The Film Locations-Mi ke Frankovich production stars Joan Fentaine and Louis Jourdan, was directed by Hugo Fregonese, and is being released in U. S. by RKO.

According to Myro, "With intelligent promotion "Decameron Night" should prove a solid boxoffice draw at home and it has all the qualities of a standout hit firstly for the U. S. arty houses and, subsequently, for more general distribution. The stars are in the intro and in each of the three sequences, as is Binnie Barnes, who plays her roles with unqualified charm. This Technicolor film has been directed with vigor and confidence. Technical credits are excellent throughout." throughout

this shoot em-up, derrin'-do actioner. The release title is hat ly suited to what goes on, being more indicative of a romantic soap opera, but the presence of Tony Curtis in a casting that takes him out of the Arabian Nights costume swaddling he usually draws at Universal should please his following and help the picture's chances in the general market.

Curtis portrays a tough, smart

and help the picture's chances in the general market.

Curtis portrays a tough, smart young hood sent to Macao by criminal interests to bring back Joanne Dru, widow of a racketeer who has knowledge fatal to the security of other stateside crooks. At one time there had been a romantic thing between the two, but her marriage to the racketeer had taken care of that. So thinks Curtis, until he catches up with her again, finds her on the eve of marriage to Lyle Bettger, suave bigshot of the Macao underworld. Plot contrivances boil along to work in the proper amount of action, re-awakened love and escape endeavors. After a sufficient amount of double cross and criss cross has been played off, the young couple are able to go into a finale clinch without misgivings as to whom might be looking over their shoulders.

to wnom might be looking over their shoulders.

Curtis' play-acting will attract his fans and is acceptable otherwise. Miss Dru looks gorgeous, although seemingly a bit too mature and sophisticated for Curtis. Bettger gets quite a bit out of his smooth heavy character. Attracting attention among the others are Marvin Miller, the tail placed on Curtis by the hero's suspecting employers; Victor Sen Yung, very good as a pianist in Bettger's Macao gambling joint; Peter J. Mamakos, Bettger's strong arm henchman, and Mae Tai Sing, so attractive as a cigaret girl in the gambling joint that customers will want more.

want more.

Ted Richmond's production supervision is adept in framing the story for its basic worth, and Rudolph Mate's direction carries out this aim. Both, as well as the players, could have used a bit more clarity and less motivation obscurity in the William Sackheim-Gil Doud screenplay, but for the audiences to whom it will have the most appeal, the film comes off adequately.

The William Daniels photography, editing and other behindeners contributions hold up their ends.

Wicked Woman (SONGS)

Obvious melodrama catering to baser instincts. Sexploita-tion b.o. possibilities.

United Artists release of Eward Small presentation of Green those of Green to Burnel Small presentation of Green the Green Control of Green to Green the Green Court of Gre

oo. Hanning time, 76 Mins.
Billie Nash Beverly Michaels
Mait Bannister Richard Egan
mand Egan
harlie Borg Percy Helton
Dora Bannister Evelyn Scott
Me Louisi
Mr. Lowry Robert Oslerloh
Gus William Phillips
Mr. Porter Frank Ferguson
the training reignson
Mrs. Walters Bernadene Haves

The title tips that this is an obvious melodrama manufactured to get a ticket play with sexploitation. This catering to the undiscriminating trade will undoubtely result in good returns in many situations, but there's nothing to recommend for those who like better taste in their film entertainment. This Edward Small presentation through United Artists is the combined effort of Clarence Greene and Russell Rouse. Both did the screen story, with Greene producing and Rouse directing. The seamy little plot is concerned with an immoral escapade in the life of

Beverly Michaels, the wicked woman of the title, who is obviously no good and doesn't pretend to be.

Story follows her through her arrival in a small town, taking a bar-girl job in a saloon run by Richard Egan and his wife, Evelyn Scott, her play for the boss and their scheme to sell the pub and their scheme to sell the pub and their scheme to sell the pub and they scheme to sell they scheme they scheme they scheme they scheme they scheme they scheme to sell they scheme they schem

ton, too, registers in his repuisive character.

The 76-minute running time has a full quota of suspense near the climax, this tension being the best part of Rouse's direction, and the plot, thankfully veers from hackneyed lines for the retributive ending, Technical ends of the production are okay, settings, costumes and other physical factors being keyed to the characters' circumstances. Herb Jeffries' voice sings the title song, heard intermittently, throughout, and the other Buddy Baker-Joe Mullendore tune is "One Night in Acapulco." Baker also scored.

Killer Ape

Stereotyped entry in Johnny Weissmuller's "Jungle Jim" se-ries of programmers.

Hollywood, Nov. 20.
Columbia release of Sam Katzman production. Stars Johnny Weissmuller, Irea Wenland, Nestor Palya. Paul Marion, Eddie Foster, Rory Mallinson, Ray Corrian, Nick Stuart, Tamban, Directed by Spencer G. Bennet. Screenplay, Carroll Young, Arthur Hoerl: story by Younghased on the King Features Sam With Corp. Conference on the King Features Sam With Corp. (editor, Gene Havilck, Previewed Nov. 18, '53. Running time, 64 MMS.

Jungle Jim	Johnny Welssmuller
Sharl	Carol Thurston
Man-Ape	Max Palmer
Ramada	Burt Wenland
Andrews	Nestor Paiva Paul Marion
Achmed	Eddie Foster
Perry	Rory Mallinson
Norley	Ray Corrigin
Maron	Nick Stuart

"Killer Ape," latest of Columbia's "Jungle Jim" programmers, is no worse, but certainly no better, than predecessors in the series, so it will fill its release intentions

is no worse, but certainly no bester. than predecessors in the series, so it will fill its release intentions adequately.

As Jungle Jim, Johnny Weissmuller has to contend with a giant man-ape and a group of villains trying to perfect a vicious drug, use of which makes the victim lose the will to fight. The pace is slow, the script obvious and talky, and the direction and playing stereotyped. Technical credits achieverontine values for the budget.

Weissmuller figures something is wrong when he learns wild animals are being drugged. He ventures into a section of the jungle ruled over by the man-ape, finds Nestor Paiva and his henchmen have set up shop to manufacture the drug. Jungle Jim's etforts to foil the crooks are hampered by natives led by Carol Thurston and Paul Marion, who refuse to believe there is a man-ape and are selling animals to Paiva. They change their tune, however, when Max Palmer, the monstrosity, goes berserk and kills Paiva's group and, in turn, is destroyed by Weissmuler, who uses fire for the deed after bullets and knives fail to do the Job. Pulling the hero out of many a tight spot and injecting a laugh or two for the kiddies. Is the chimp Tamba, who fares better than the human actors in the story.

Clipped Wings

Good entry for AA's "Bowery Boys" series bound for com-mensurate returns.

Hollywood, Nov. 20 Hollywood, Nov. Allied Artists release of a Ben, by production. Stare as of Gorcey, fee a Ben, by the star of Gorcey, fee and the star of Gorcey, feel and the star of Gorcey, f

Latest entry in the "Bowe Boys" series fits neatly into a accepted formula and should rup satisfactory returns in gram's regular market. Yarn's Air Force background gives (Continued on page 24)

PITY POOR BRANCH MANAGERS

New Spain Deal—145 Pix in 18 Mos.

Latest Contract Guarantees U. S. Film Firms Minimum of \$1,750,000 Annually

New Spanish agreement, approved in principle by the Motion Picture Export Assn. board in N. Y. last week, guarantees MPEA member companies a minimum \$1,750,000 annual remittance either in cash or via compensation deals. Deal was signed in Madrid over the processor.

weekend.

In addition to dollars, it calls for a total of 145 import licenses for an 18-months period. Of this total, 111 go to MPEA member cos, with offices in Spain, 34 to non-operating MPEA distribs, and 40-50 to the indies. Spaniards are willing to start the ball rolling with a \$50.000 remittance in December.

Foreign managers, on discussing

\$50.000 remittance in December.
Foreign managers, on discussing
the deal, went along with its basic
provisions, but asked Spanish reconsideration and clarification on a
couple of points. For one, they
asked for a one year rather than
a two-year deal as proposed by
Madrid. For another, they want to
straighten out questions of extra
permits and the deposition and
withdrawal of coin for local use.
Pact as signed by the Spaniards

Pact as signed by the Spaniards runs for only one year starting June, 1954. For the interim period, from last August to June, Madrid will issue 52 permits to MPEA members companies, which is in addition to some licenses already handed over to local Spanish distribs.

Theory Vs. Practice

Theory Vs. Practice
There is to be a remittance of 40% of the Americans' earnings, provided economic conditions permit. Should there be insufficient dollars or pesetas available, the U. S. distribs could engage in compensation deals. The remaining 60% can be used up for local investments and other purposes, including—possibly—authorized compensation deals. The Spanish marticontinued on page 191

FTC Not Pushing Probe Of 'Deceptive' Ballyhoo' For Foreign Languagers

The Federal Trade Commission

The Federal Trade Commission has called off its probe of advertising practices for foreign language films shown in the United States. Notification that "this office doesn't contemplate further investigation at this time" was sent to London, Simpson & London, attorneys for the Independent Motion Picture Distributors Assn.

FTC complaint was based on the fact 'that foreign film distribs failed to advertise that pix were being shown with English subtitles. Epinraim London, of the Law firm, in protesting the investigation said the practice was not deceptive. that pictures were shown mainly in art houses where patrons knew pix were in a foreign language with sub-titles.

LONDON TENT RAISES

Have You Seen My Trip?

Washington, Nov. 24, "Visiting Good Neighbors," a 30-minute documentary of the recent visit of Dr. Milton S. Eisenhower, the President's brother, to Latin America was shown at the Playhouse here on Sunday night. (22): Produced by the Motion Picture Section of the U. S. Information Agency.

Section of the C. S. Informa-tion Agency,
Invited to view the film were officials from the Latin American Embassies, U. S. Government officials and members of Congress.

Woo Press In Advance Of Fighting Tax

Council of Motion Picture Organizations is readying for a new press relations campaign designed in part to preclude newspaper criticism of the industry such as that experienced in the course of the experienced in the course of the past fight against the 20% admissions tax. First step in the press campaign was the appointment last Friday (20) of a committee of five whose job will be the mapping of a specific program.

Group includes Oscar Doob, of Metro; Maurice Bergman, Universal; Harry Goldberg, Stanley Warner; Harry Mandel, RKO Theatres, and Art Arthur of the Motion Picture Industry Council in Hollywood.

That such a committee should be set up was decided at a meeting of COMPO's executive committee in N. Y. Sept. 21. At this session, press editorials such as in the N. Y. Times and other adverse comments anent the industry were spotlighted.

Edward Powick Heads 771
Motion Picture Film Editors,
Local 771, IATSE has named Edward Powick president for 1954.
Outfit, which represents film editors in the east, elected Leonard
Hein, veepee; Robert Dworsky,
secretary; John Oxton, treasurer,
Charles Wolfe, business agent, and
Fred Edwards and Edward Wyant
Jr. sergeants-at-sarms.

ABLE BUT LACK POWER, SEZ LEVY

Charlotte, N. C., Nov. 24.
Lack of authority on the part of film company branch managers has added to the confusion of exhibitors, especially the small theatreowners, who are faced without direct contact with the sources of supply, Herman M. Levy, general counsel of Theatre Owners of America, charged yesterday.

America, charged yesterday.

Mon
Appearing before the annual convention of Theatre Owners of North and South Carolina here, Levy said exhibs are "frustrated—there are so many things he has to say, so many things he wants to find out, and so many questions he wants answered. And he has so many justifiable complaints to make."

no many justifiable complaints to make."

To A official noted that the branch managers are capable men with long experience in the industry but the producer-distributors have lailed "to clothe their branch managers with more authority and with more discretion." He pointed out that the local reps are more familiar with the problems of exhibs in their particular territories, but that the homeoffices "insist on setting national sales policies" which are "illogical, unfair and unequitable." Levy declared the branch managers, given more au iContinued on page 75

Iowa Bank Night Held Illegal

Des Moines, Nov. 23.

Atty Gen. Leo Hoegh said last week that theatre bank night as it is now operated in lowa is illegal and that unless the theatres abandon bank night voluntarily the attorney general's office will have to step in and stop it. He made the statement after studying a decision given earlier in the week by the lowa supreme court.

The court in that case had held that "smorgasbord bingo" as operated at the Carter Lake under supervision of Mayor Wilson Mabrey was illegal, even if persons who didn't pay anything for the right were allowed to play.

Hoegh pointed out that the original case in which the lowa supreme court held that bank night was legal, a decision the court now refuses to follow, was given in 1836, when the entire membership of the court was different. It was a case in which charges of advertages of a deverage of the court was different. It was a case in which charges of advertages of a deverage of 1953, is still under the contract. It was a case in which charges of advertages of a deverage of 1953, is still under the contract of the Market of the Continued on page 18)

Product 'Shortage' Would Evaporate If There Were 'Another UA'-Levey

Murdered By Taxes

Wilmington, O., Nov. 24.

Blaming taxes rather than lelevision, Brent R McCox, operator of the LaMax Theatre, Wilmington, closed the theatre that had been owned and operated by his family since it was built in 1912.

McCoy said government taxes on all levels are so high it is impossible for him to carry on. The structure will be razed and a parking lot op-erated on the site.

Grainger For 'Quality' Films, **Meaning Fewer**

RKO executive producer Ed-mund Grainger, who returned to the Coast Mon (23) after negotiat-ing for "two outstanding plays" ing for "two ontstanding plays" now running and shopping for film now running and snopping for min rights to several novels, is con-vinced that the solution to the product shortage lies in Holly wood's ability to turn out enough good pictures to assure more ex-tended runs.

tended runs.

Emphasizing that the changing tastes of the public lean toward quality as never before, Grainger opines "there will be less films made but more money will be spent per picture and each will have a greater concentration of talent. Moreover, the public will certainly support a good picture."

Grainger, who no doubt anticipated profests from small exhibitors, admitted that extended runs aren't a solution for the subrun house which changes its bill two or three times a week. But these theatres, he holds, are a "problem of evolution" in that the difficulty will eventually shake itself out.

be a product shortage if indie producers here and abroad could "find a home for themselves" in the U. S., vet producer Jules Levey is moving to put another roof over the indies' heads.

Levey plans to set up a new dis-tribution outfit, operating at maxi-mini economic efficiency and lim-ited to this country only. As he envisions it, the org would be pri-marily a selling operation, with physical distribution taken care of separately.

separately.

His company, for which he has already a trenp possibility in Canada, would give a producer maximum control over every phase of the distribution operation and also would return his film to him after a reasonable period. With no overhead for branches, Levey hopes to keep distribution fees to the absorbet minimum and also intends to finance productions here and abio oad,

Outy One Choice Today

Only One Choice Today
Pointing ont that an indie producer today, if he doesn't want to
or cannot tie inj. with a major, has
therally only one choice left—
United Artists. Leves said many
of these producers would come
around with strong product if they
were given an allegrate choice. were given an afternate choice. There is no point worrying about Europe, Levey Feels, since local distribs there are doing a perfect-ly satisfactory job.

ly satisfactory joh.

Levey now has two pix lined up
and trankly admits that he needs
more product before be can get his
project rolling by hiring sales
exces for the various keys. He is
going to the Coast next week to
discuss a number of production
deals there. Levey, who quit production in 1947, says he can put his
tinger on plenty of quality indie
pix once he gets his new home
for the indies, fixed up.

'Crazylegs' 32 Dates Dec. 4 Reflects Tight 1st Runs in Chicago

Chicago, Nov. 24. Because of the shortage of first

run outlets here currently. Repub-"Crozylegs, All American" will-have a saturation "A" break on Dec. 4 with some 32 subsequent run theatres day and dating the film. It's the first picture of any rank to make it; bow here this way

this year.

With most of the 15 Loop main-stemmers milking what little tare is available today, the 'A", "B" and smaller bonses are in a desperate way, and the broad companion booking of "Ciazyleg," is helping to lift that need somewhat. It's believed the pic will earn more this way than if it had normal two week first run stand in the Loop and went to fewer "A" houses.

GEARED-FOR-EVERYTHING HOUSES COMING BUT THERE'LL ALWAYS BE CORN-FABIAN

\$155,000 IN 3 YEARS

London.

In its first three years, the London tent of the Variety Club has raised upwards of \$155,000 for charity, net results for the current year already being \$38,000. The play Cinemascope, 3-D, 2-D, closed charity, net results for the current year already being \$38,000. The play Cinemascope, 3-D, 2-D, closed creuit television, and will be preceded by large and sports during his regular the receipts from the charity gala lours, and important non-theatiful play Cinemascope and sports during his regular the receipts from the charity gala lours, and important non-theatiful play continued the submitted for the following his regular to the receipt sport of the second year, the total soared to \$55,000. Associated Motion Picture Adversing Fields Assn., of which the Duke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the Duke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez, has Hostonia Play-ing Fields Assn., of which the puke of Edinburgh is prez has Hostoni vinced that the theatre of the tu-

S. H. Fabian, president of Stan-exploitation and unless something expending and unless something exceptional is developed. I believe in using time-tested ideas, with new polish, and done better, of course, because they get results." This may sound like "corn," Fa-

> CPA Julian S. H. Weiner

> gives a certified appraisal on

How to Make Money, and Keep It, Too

48th Anniversary Number

VARIETY

bian commented; but added his experience has been that the public still buys it year after year. He added: "Close contact with his audience tells a showman what his neighbors will buy and he tailors his campaign accordingly. You can write it down as a law of theshe operation—that nothing succeeds like activity, and that the lineate

'JULIUS CAESAR' SANS ADDED DIMENSIONS

ins campaign accordingly. You can write it down as a law of theatre operation that nothing succeeds like activity, and that the theatre of consistent animation regardless of occasional errors of pudgment which are inevitable in our business, will hold its patronage and produce a profit. Noting that the high circulation of fain magazines attests to the public's interest in pix, Fabian complained that newspapers are tending to brush off film news. He blamed this on exhibitors themselves for not maintaining "adequate contact with editors and publishers." He commented further that a newspaper which allows its readers to "drift away from the film page is not giving value for silmented for new dimensions.

Add current chagagements are easily street in didications on the same the added dimensions.

Only in its initial, New York ended in the future showings will be sans the added dimensions.

Only in its initial, New York ended in the future showing will be sans the added dimensions.

Only in its initial, New York ended of the Shakespeare classic shown in widescreen and direction of the Shakespeare classic shown in widescreen and direction of the Shakespeare classic shown in widescreen and direction of the Shakespeare classic shown in widescreen and direction of the Shakespeare classic shown in widescreen and direction of the Shakespeare classic shown in widescreen and direction of the Shakespeare classic shown in widescreen and indications to the added dimensions.

Soft Spots Develop in L.A.; 'Torch' Nifty \$14,000, 'Paradise' Lush 12G, 'Jane' Fine 24G, 'Marry' \$31,000, 2d

st-run boxoffice pace is show-oft spots in current week al-th overall total is consider-ahead of comparable frame year. Best of five newcomers orch Song" with nifty \$14,000 ne Beverly. "Captain's Para-Beverly. "Captain's Para-looks robust \$12,000 at Fox

ine \$24 000 is seen for "Calam-Jane" in two theatres while ek Slade" shapes okay \$16,000 wo houses plus a like amount three nabe and two ozoners, pt. Smith Pocahontas" is small 000 in four sites. "Merry Mil-aire" in third week is slowing it but still good \$31,000 for two tions.

10 Last week, sub-run.

(Ritz (FWC) (1,363; 90-\$1 50)
(ptain's Paradise" (UA). Ro\$12,000. Last week, "Martin

(r" (Indie) (10th wk-8 days),

lipped Wings" (AA) (L. A.), Pleasing \$24,000. Last So Big" (WB) and "Yesterd Today" (UA) (2d wk),

(00, obe, Irls, Uptown, Loyola Color, 1782; 814; 1,715; 1,248; 70-b) — "Capt. Smith and Pocasas" (UA) and "Steel Lady" obe Small \$12,000. Last week, ng Came Jones" (Indie) and le of Yukon" (Indie) (reissues), 700

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Hawaii, Palace (G&S-Metropoli-nn) (980) 1.212; 70-\$1.10)—"Broth-rs Valiant" (M-G) (2d wk). Iedium \$10,000. Last week, \$19,-

10. United Artists, Vogue (UATC-WC) (2,100; 885; 70-\$1.10)— Little Boy Lost" (Pari (2d wk), low \$8,000 or less, Last week, 12,000.

12,000.
Fox Wilshire, Warner Downtown FWC-SW) (2,296; 1,757; \$1-\$2,20) "How Marry Millionaire" (20th) dd wk Wilshire, 2d wk Downtown), ood \$31,000 but slowing up some, ast week, \$43,000.

Territor, LLATO, (4,538), 90-

ast week, \$43,000.

ast week, \$43,000.

John Spilan (LATC) 1.538; 90-100—"Mogambo" M-G) (7th wk).

ar \$8,000. Last week, \$10,000.

Hillstreet, Pantages (IRCO) (2.52; 2.812; 95-\$1.30)—"Eternity"

foll (8th wk), Fine \$22,000. Last eck, \$27,800.

Chinese, Los Angeles (FWC), 905; 2.997; \$1.20-\$2.40)—"Robe 1.00th) (9th Chinese, 4th wk L. A. 10rdy \$38,000. Last week, \$42,700.

Riatio (Metropolitan) (839; 80-120)—"Moon is Blue" (UA), 21st k. Slow \$1.700. Last week, 2200.

00.

arner Hollywood (SW) (1,364;
0-\$2.80) — "Cincrama" (Indie)
h wk). Into 30th round after
\$31.000 last week.
agabond (Rosener) (385; \$1.20)
padly \$\sin^{10}_{10}\$ [10]

SNOW HITS OMAHA BIZ: 'TORCH' NEAT \$6.500

Oncha, Nov. 24.

Diz is off this week, with nothing unstanding. Arrival of first snow and weeklong run of "Hollywood, to Revue" hurt the film b.o. The clobe" is winding up after four-week run with slightly more than 100,000 at Orpheum, biggest house in town, "Torch Song" is best new ilm.

Estimates for This Week randeis (RKO) (1.100; 50-76). Thunder Over Plains "(WB) and aves of Babylon" (Col). Fair 100. Last week "Lion in rests" (WB) and "Five Angles on rder" (Col), \$5,800. The color of the color

Broadway Grosses

Estimated Total Gross
This Week . . . \$561,100
(Based on 24 theatres)
Last Year . . \$446,000
(Based on 21 theatres)

'Marry' Wow 42G, Cleve; 'Kate' 15G

to Marry a Millionaire." initiating Allen to 'Scope, with a terrific session likely. "The Robe," on seventh lap, is catching its second wind and still sock at Hipp. "Kiss Me Kate," in 3-D version, is giving the State a fine total.

Allen (S-W) (3.000; 85-\$1.25)—
"How Marry Millionaire" (20th).
Scope pic looks like a terrific \$42,000. Last week. "Thunder Over Plains" (WB), \$12,000.
Hipp (Telemanagement) (3,700; \$1-\$1.80)—"Robe" (20th) (7th wk).

\$12,000, Stillman (Locw's) (2,700; 55-85) —"All Brothers Valiant" (M-G) (m.o.). Nice \$5,000 on third lap on mainstem. Last week, "Flight to Tangier" (Par), \$5,200.

'Honduras'-Stage Bill Mild \$12,000, St. Loo; 'So Big' Fast 13G, 2d

St. Louis, Nov. 24.
"The Robe" still is standout here
wheeling into fifth frame at the
st. Louis with another sock total.
"Martin Luther" another ho., still
s sturdy in third frame at the Martin Lutner another h.o., still is sturdy in third frame at the Pageant. "Mogambo" is winding up a nice run at Loew's with a good gross in final 11 days of third week "Decameron Nights" looms neat a the Shady Oak.

Estimates for This Week

'THIS LOVE' TALL 13G, TORONTO: 'EVEREST' 7G

It Again." "So This Is Love" and "Conquest of Everest" look hefty. However, holdovers are also still in the upper brackets, with "The Robe" lustily topping the town in fifth stanza. "Mogambo" is still big at Loew's in fourth week. "Beggar's Opera" is near-capacity on second stanza.

Estimates for This Week Capitol. Tivoli (FP) (1.092; 1.-436; 75-\$1)—"Martin Luther" (Indie) (4th wk). Nice \$6,000. Last week. \$8,000.

Downtown, Glendale, Mayfair, Scarboro, State (Taylor) (1.059; 955; 470; 698; 694; 35-60)—"Flame of Calcutta" (Col) and "Mission Over Korea" (Col). Oke \$12,500. Last week, "Arrowhead" (Par) and "Hot News" (AA), \$14,000.

Ezlinton, University (FP) (1.080; 15,58; 40-75)—"Captain's Paradise" (London) (4th wk). Big \$11,000.

Hyland (Rank) (1.250; 50-85)—"Conquest of Everest" (Rank). Hefty \$7,000. Last week, "Clouded Yellow" (Rank) and "Perfect Woman" (Rank), \$5,000.

Imperial (FP) (3,373; 75-\$1.50)—"The Robe" (20th) (5th wk). Great \$22,000. Last week, \$25,500.

Loew's (Loew) (2,096; 65-85)—"Mogambo" (M-G) (4th wk). Lusty \$11,000. Last week, "S1,000.

Odeon (Rank) (2,390; 50-90)—"Let's Do It Again" (Col). Lofty \$11,000. Last week, "Maita Story" (Rank) (2d wk), \$10,000.

Shea's (FP) (2,386; 40-75)—"So This Is Love" (WB). Big \$13,000. Shea's (FP) (2,386; 40-75)—"So This Is Love" (WB). Big \$13,000. Last week, "Eternity" (Col) (6th wk), \$9,500 at \$1 top.

Towne (Taylor) (693; 75-\$1)—"So Still near-capacity at \$4,500. Last week, same.

Uptown (Loew) (2,743; 40-75)—"Class Web" (U) (2d wk). Oke

week, same.

Uptown (Loew) (2.743; 40-75)—
"Glass Web" (U) (2d wk). Oke
\$7,500. Last week, \$10,000.

'Marry' Terrif \$60,000, Philly

Philadelphla, Nov. 24.
Biz continues strong here, with
new bills getting a real play. "How
To Marry Millionaire" looms
niighty at Mastbaum, "Kiss Me
Katc" shapes socko at Randolph
while "Diamond Queen" looks fine
at Goldman, "Cinerama" is holding strongly in seventh Boyd
stanza. "Moon Is Blue" still is
great in fourth week at the TransLux.

reat in fourth week at the Irans-Lux.

Fstimates for This Week
Arcadia (S&S) (625; 85-\$1.30)—
"Mogambo" (M-G) (71h wk), Brisk
\$7.500, Last week, \$8.000.
Boyd (SW) 11.400; \$1.30-\$3.25)—
"Cinerama" (Indie) (7th wk), Solid
\$23.000, Last week, \$28.500.
Fox (20th) (2.250; 99-\$1.80)—
"Robe" (20th) (9th wk), Good
\$16.000, Last week, \$20.000.
Goldman (Goldman) (1.200; 5099)—"Diamond Queen" (WB), Fine
\$13.000, Last week, "Big Heat"
(Col) (3d wk), \$12.000.
Mastbaum (SW) (4.360; 99-\$1.30)
—"How Marry Millionaire" (20th),
Mighty \$60.000, Last week, "Bot-

Hub Biz Spotty; 'Nurse' Fair \$14,000, 'Jury' 19G, 'Marry' Fancy 30G in 2d

in two.

Estimates for This Week
Astor (B&Q) (1.500; 50-\$1.10—
"Captain's Paradise" (UA), Opened
Sunday (22), Last week, "Little
Boy Lost" (Par) 4th wk), nice
\$7,500.

37.500. **Beacon Hill** (Beacon Hill) (800; 30-51)—"Fahfan" Tulīp" (Lopert) (7-7th wk). Fancy \$6,000. Last week, \$6,200.

ood at \$27,000 after \$33,000 for

Metropolitan (NET) 4 367; 80-25 — How to Marry Million-re' 20th) (3d wk). Big \$30,000, cond week, \$32,000.

D.C. Stout; 'Marry' Sockeroo \$35,000. 'Brothers' Boff 15G, Torch' Hot 8G, 2d

Key City Grosses

Estimated Total Gross
This Week \$2,766,300
(Based on 24 cities, and 225
theatres, chiefly first runs, including N. Y.)
Total Gross Same Week
Last Year \$2,047,600
(Based on 24 vities and 211
theatres.)

'Marry' Mighty \$40,000 in Det

Detroit, Nov. 24.

CinemaScope is the big draw in two Detroit downtown houses. "How To Marry A Millionatre," latest 'Scope pic, looks great at the United Artists and possibly a record. "The Robe" still is strong in eighth Fox week. "Little Boy Lost' shapes okay at the Michigan while "Big Heat" looms nice in second Palms stanza.

Estimates for This Week

Fox (Fox-Detroit) (5,000; \$1-\$1.80)—"The Robe" (20th) (8th wk)). Still strong at \$48,000. Last week, \$50,000.

week, \$50,000.
Michigan (United Detroit) (4,000;
80-\$1)—"Little Boy Lost" (Par)
and "Tumbleweed" (U), Oke \$19,000, Last week, "So Big" (WB)
and "Paris Express" (Indie),
\$15,000

Palms (UD) (2,961; 80-\$1)—"Big Heat" (Col) and "Shoot First" UA) (2d wk). Nice \$17,000, Last week, \$26,000.

week, \$26,000.

Madison (UD) (1,900; 95-\$1.25)—
"Elernity" (Col) (12th wk). Stout
\$9,000. Last week, \$10,000.

United Artists (UA) (1,938; \$1-\$1.50)—"How Marry Millionaire"
(20th). Great \$40,000, and possibly new high. Last week, "Moganbo" (M-G) (5th wk), \$8,300 at \$1 top.

Adams (Balaban) (1,700; 80-\$1)
"All Brothers Valiant" (M-G)
(2d wk), Okay \$6,000. Last week,
\$10,000.

\$10,000.

Broadway Capitol (Korman) (3, 500; 90-\$1)—"99 River St." (UA) and "Topeka" (AA), Okay \$14,000. Last week, "I, the Jury" (UA) and "Champ for Day" (Indie), \$8,000.

Music Hall (Cinerama Productions) (1,236; \$1,40-\$2.80)—"Cinerama" (Indie) (36th wk). Great \$30,000, via extra shows.

'Heat' Bangup \$10,000, Seattle; 'Torch' Ditto

Not much excitement here the stanza with few newcomers arouly two of these doing much botsy with the standard at College the s fairly good at the Music Hall. The nine-day fourth week of "Here To Eternity" still is okay at Paramount. "Robe" continues great in eighth round at Fifth Avenue. "Moon is Blue" continues on at Music Box after still being in this for 18th week at Music Box.

Estimates for This Week

Blue Mouse (Hamrick) (800; 65-90)—"Summer of Happiness" (In-die). Good \$4,000 in 8 days. Last week, "OK Nero" (IFE), \$3,700.

Coliscum (Evergreen) (1,829; 90)—"Big Heat" (Col) and "Ch Adventure" (Col). Sturdy \$10, or near. Last week. "Cochise" (Cand "Flame of Calcutta" (Col). \$8 200

"Back to God's Country" (UA). Mild \$5,500. Last week, "Flight Nurse" (Rep) and "Trent's Last Case" (Rep), \$4,300.

\$4.300.

Fifth Avenue (Evergreen) (2.349; \$1.25-\$1.75) — "Robe" (2011) (8th wk). Great \$10.500 after \$12,-700 last week.

Music Box (Hamrick) (850; 90-\$1.25)— "Moon Js Blue" (UA) (18th wk). Swell \$4,000. Last week, \$5.200.

Music Hall (Hamrick) (2,263: 65-90)— "Torch Song" (M-G) and "Man in Hiding" (UA). Hot \$10,-900. Last week, \$5.600.

Paramount (Evergreen) (3.039:

ers Were Valiant," first Metro feature ever to play RKO Keith's, is
smash. "Here to Eternity" is winding up its 13th session at TransLux, and still strong. "Roman Holiday" is still in the black in eighth
session at Lopert's Playhouse.
"Martin Luther," in fourth round
at Lopert's Dupont, remains a bo,
champion.

Estimates for This Week
Canital (Lopu's) 32 434 \$15.550

champion.

Estimates for This Week

Capitol (Loew's) (3.434; \$1-\$1.50)

—"The Robe" (20th) (8th wk).

Stout \$15,000 after \$18.000 last week. Goes another round.

Columbia (Loew's) (1.174; 55-85)

—"Torch Song" (M-G) (2d wk).

Fine \$8,000 after \$11.000 last week.

Dupont (Lopert) (372; 90-\$1.20)

—"Martin Luther" (Indie) (4th wk).

Bright \$6,500 after \$7,700 last week. Stays.

Keith's (RKO) (1.949; 70-\$1)—
"All Brothers Valiant" (M-G).

Fancy \$15,000. Holds. Last week,
"Peter Pan" (RKO) (reissue). \$11,000 for first time at pop prices.

Metropolitan (SW) (1,200; \$5-85)

—"Thunder Over Plains" (WB).

Good \$8,000. Last week, "So Big"

(WB) (2d wk), \$5,000.

Palace (Loew's) (2.370; 74-\$1.20)

—"How Marry Millionaire" (20th).
Sizzling \$35,000. and holds. Last week, "Botany Bay" (Par), \$19,000 for 8 days.

Playhouse (Lopert), (435; 55-\$1)

Sizzling \$35,000. and holds. Last week, "Botany Bay" (Par), \$19,000 for 8 days.

Playhouse (Lopert), (435; 55-\$1)

"Roman Holiday" (Par) (8th wk). Sturdy \$4,500 after \$5,300 last week. Stays on.

Warner (SW) (1,300; \$1.20-\$2.80)

"Cincrama" (Indie) (3d wk). Socko \$28,000 or near. Last week, \$25,500.

Trans-Lux (T-L) (600; 90-\$1.25)

"Eternity" (Col) (13th wk). Tall \$8,000 after \$11,000 last week.

Pre-Thanksgiving Okay In Cincy; 'Wild' Lively \$9,000, 'Maze' OK 6G

Estimates for This Week
Albee (RKO) (3,100; 85-\$1.50)—
"The Robe" (20th) (5th wk). Sturdy
\$17,000 trailing \$24,000 of fourth
frame.

frame.

Capitol (RKO) (2.000; 55-85)—

"Maze" (AA) and "Royal African

Rifles" (AA). Oke \$6,000. Last

week, "99 River Street" (UA),

\$5.500. Grand (RKO) (1,400; 55-85)—
"Steel Lady" (Col) and "The Fake"
(UA). Favorable \$6,000. Last week,
"Combat Squad" (Col) and "China
Venture" (Col), ditto.
Keith's '(Shor) (1,500: 55-85)—
"Big Heat" (Col) (2d wk). Okay
\$4,500 after \$8,500 eight-day
opener.

opener.

Palace (RKO) (2.600; 55-85)

"Blowing Wild" (WB), Pleasing \$9.000. Last week, "Take High Road" (M-G), same.

Torch' Tasty \$11,000, Port.; 'Crazylegs' 412G

nrst-run this round with so newsreels plus "Crazylegs" i doing very well, "Martin Luth heads into a fourth inning, sett a longrun record and gross east side Oriental. "Cruel St still is good in third frame Gnild. "Torch Song" is top no comer with a torrid session Liberty.

Estimates for This Week
Broadway (Parker) (1.890; 65-90)
—"Devil's Canyon" (RKO) And
"Marry Me Again" (RKO) Nifty
\$7.500. Last week, "Back To Got's
Country" (U) and "Veils of Bag'
add" (U), \$8.400.

Guild (Foster) (400; \$11—"Cruel
Sea" (U) (3d wk), Good \$1.700.

Liberty (Hamrick) (1.875; 65-90
—"Torch Song" (M-G) and "Count
Hours" (RKO), Loud
Last week, "Sabre Jet" (UA) and
(Continued on page 22)

Chi Loaded With H.O.s; 'Heat' Hotsy \$26,000, 'Jane'-LaRosa Sockeroo 62G, 'Mogambo' Big 34G, 'Louis' 10G, All 2d

Chicago, Nov. 24.
Tight with holdovers, Loop welnined only one new entry last
eekend, but that one is mighty
ne. The pace is a bit slower this
eek. Sole newcomer is "Big
eat," coupled with "49th Man" at
oosevelt, torrid \$26,000.

Five bills are second-weekers,
ost of them strong, "Calamity
ne," teamed with stageshow
pped by Julius LaRosa, is aimgat great take at the Chicago.
odds is still prospering with
Magambo," also second, while the
rand looks nice with "Joe Louis
tory" and "No Escape." "So Big"
disappointing at United Artists.

Robe" is bangup in ninth week the State-Lake while "Martin her" looms brilliant at the pp, also in ninth. "Cinerama" is mighty in 17th round at the

Chicago (B&K) (3,900; 98-\$1.25)
"Calamity Jane" (WB) with
thus LaRosa topping stageshow
twk. Great \$62,000. Last week,
4,000.

op (Telem't) (600; 98-\$1.25)— tin Luther" (Indie) (9th wk), inues big at \$16,800 after \$17,-ast week.

McVickers (JL&S) (2,200; 65-98)
"Take High Ground" (M-G) and
Sky Commando" (Col) (3d wk)
taunch \$15.300 after last week's
20,000.

0.000. Last week, \$4,500. Oriental Indie) (3.400; 98-\$1.25) "Eternity" (Col) (12th wk). Looks of 17,700 last week. "How to Marry tillionaire" (20th) bows Thursday 19.700 last week.

(26).

Palace (Eitel) (1,484; \$1.20-\$3.60)

"Cinerama" (Indie) (17th wk).
Socko \$41,300. Last week, \$40,000.

Roosevelt (B&K) (1,500; 55-98)—
"Big Heat" (Col) and "49th Man"
(Col). Looks hot \$26,000. Last week,
"East of Sumatra" (U) and "Stand
at Apache River" (U) (2d wk),
\$13.500.

3,500. State-Lake (B&K) (2,700; 98-80)—"Robe" (20th) (9th wk). ighty \$57,000 after last week's

00. 7 (H&E Balaban) (685; 98) ir Monte Carlo" (Indie) (m. th \$3,300. Last week, "So L. me" Indie) (2d wk), \$2,200 ted Artists (B&K) (1,700; 5 'So Big" (WB) (2d wk). Small 27.700. Last week, \$16,000. dis (Essaness) (1,198; 98-\$1.2 (2d wk)

'Bad Men' Good \$7.500. Prov; 'Brothers' Light 7½G, 'Robe' \$20,000, 3d

Providence, Nov. 24.

Estimates for This Weel

a. te (Loew) (3,200; 50-70)— Brothers Valiant" (M_cG) (2d Lean \$7.500. First round was

\$16,000.

Strand (Silverman) (2,200; 50-70)

"Botany Bay" (Par), Opened Monday (23). Last week, "Conquest of Cochise" (Col) and "Slaves of Babylon" (Col), oke \$6,000.

Estimates Are Net

Film gross estimates as re-ported herewith from the vari-ous key cities, are net; i. e., without the 20% tax. Distrib-utors share on net take, when playing percentage, hence the

The parenthetic admission prices, however, as indicated, include the U. S. amusement tax.

3-D 'Kate' Fast \$15,000 Tops K. C.

M-G), fairish \$8,500.

Missouri (RKO) (2,650; 60-85)—
"Decameron Nights" (RKO) and
'Mexican Manhunt" (AA). Light
4,500. Last week, "Calamity
Jane" (WB) and "Project Moon
Jase" (AA), \$6,000.

Orpheum (Fox Midwest) (1,913;
31-\$1.50)—"The Robe" (20th) (8th
wk). Pleasant \$10,000. Goes a
inth. Last week, \$12,000.

Paramount (Tri-States) (1,900;
15-85)—"Little Boy Lost" (Par)
2d wk). Nice \$8,500. Last week,
12,000.
Tower, Uptown, Fairway. Gran-

'Jane' Brisk at \$12,500, Buff; 'Louis' Hep 10G

with a neat figure at Paramount. "Louis Story" also is strong at Center. "How To Marry a Millionaire" shapes smash in second Century stanza.

Buffalo (Loew's) (3,000; \$1-\$1.50) "The Robe" (20th) (8th wk).

'Worlds' Bright \$19,000, Frisco

Balto Marks Time For Turkey Day; 'Jane' Hep

\$13,300, 'Robe' 14G, 5th

Exhibs are marking time here
his week with new product set to
pen early fur the coning holiday
ceekend. With large number of
oldovers, grosses tend to be unxciting. 'Calamity Jane' is fairly
lee at the Stanley and fifth week
t "The Robe" is holding strongly
t the New. 'Jack Slade' is okay
t Keith's.

Estimates for This ewek

'Jet' Fairish \$9,500, Pitt; 'Marry' 16G, 2d Pittsburgh, Nov. 24. The two CinemaScopers downtown, "Robe" at Harris and "How to Marry a Millionaire" at Fulton, continue to dominate first-run situation here. Former in eighth week is still going strong and same applies to latter in its second, Nothing else is making much of a dent, with both new Golden Triangle entries. "Botany Bay" at Stanley and "Sabre Jet" at Penn, doing and resumption of colder weather Holding. In ahead, "Botany Bay" and "Sabre Jet" at Penn, doing 20G, 'Millionaire' (2) Sporty \$79,000

Break in the three-day smog and resumption of colder weather came too late to help film business on Broadway in the current standard and the rainy and uncertain conditions prevailing. Sunday (22) night resulted in a disappointing trade after Saturday had picked up smartly.

Four new entries, with "Man Between" standont, are helping to improve a rather desultory box-office tone at most houses Playing at the small-scater Victoria first week is hitting a big \$32,000 being particularly sock in view of what other theatres are doing.

Initial week of straight-film (Wed) shapes to get good \$20,00 Holding. In ahead, "Botany Ba (3d wk), \$10,000.

The Commandie (Normandie The tres) 1592, 95-\$180)—"Little Fuy towns of the special conditions of the commander of the same of th

r stanza ending tomorrov ars I loaks like solid \$5,800 r \$6,300 m-seventh week: Hold:

Cool Weather Ups Mpls; 'Brothers' Sock \$10,000, 'Sumatra' NSG at 7G

Minneapolis, Nov. 24.
weekend saw fine hiz at hir
as a consequence of low
ratures plus an influx f
sota-Wisconsin football man rra" and "Vleki." Holdovers are very much in the lime-It's the seventh and final for record-breaking "Robe" "Mogambo" is in its fifth

Century (Par) (1.600; 85-\$1.20)— Wartin Luther" (Indie) (2d run) d wk). Fairly well cleaned up first

N. Y. Regents Unanimously Reversed; 'Teen Age Menace' Wrongly Banned

The Regents of the State of New have suffered a shattering and surprising defeat in respect to their action in banning "Teen Age Menace," a statesright feature dealing with narcotic addiction among ing with narcotic attriction among juveniles. On Wednesday last (18) the Appellate Division, in a unanimous vote, reversed the Regents. Latter had contended the picture, although exhibited in many other states, was immoral and victous:

That the Regents may now appeal is possible but the present defeat is the worst sustained in

Said Justice Imrie: "This film Said Justice Imrie: "This film under consideration portrays noth-ing, visually or orally, having to do with sex, or dealing, by direc-tion or indirection, with sexual im-morality."

morality."

To find that the picture, publicly shown, would incite to crime, continued the opinion, the Regents specifically referred to the crime of possession and use of narcotics. They used "a posteriori reasoning... based on some facts, speculation and some generalization, to establish the principle upon they have denied a license to petitioner (Broadway Angels, Inc.).

The thesis of the Regents, suc-

Broadway Angels, Inc.).

The thesis of the Regents, succintly stated, was that the use of heroin and marijuana would release "group inhibitions" among teen agers, that it would be directed to the "satisfaction of degraded and depraved appetites," that sensuality was the "very substance" of narcotic addiction, and that sexual immorality was an inveltable end result of such addiction.

Such an opinion, said Justice Im-rie, may have use "as a matter of forensics" but cannot form a sub-stantial foundation for the connec-tion upon which the Regents' de-termination was made in "Teen Age Menace."

VOGEL ON WHY LOEW'S SHUNS 4TH 'TRACK'

Stereophonic sound is still in its infancy and until it is perfected more fully and directors and techmore tiny and directors and tech-nicians learn how to use it proper-ly, Loew's theatre circuit will only use a three-track system, accord-ing to theatre chief Joseph R. Vo-gel, Majority of theatres in the Loew's chain, he declared, will not instal the auditorium speakers but will cabibit directional sound films with three speakers placed behind the screen. He admitted that a few theatres had auditorium outlets but that "they were put in in a hurry."

Although CinemaScope pictures are presented on a four-track sound system, Vogel stressed that the rear sound was unneeded since limited use of it had been made to date. For example, he noted that theatres showing 20th-fox's "How to Marry a Millionaire" missed only about two and half minutes of music which originated from the fourth sound track. He declared that he had no instructions from his studio "Metro that a fourth sound track will be needed for M-Gs upcoming. C'Scope pictures. "If the fourth track is needed, we can install the auditorium speakers at any time," Vogel said, He noted, however, that the aud outlets "defaces theatres if not put in properly" and that when they're absolutely essential "we'll put them in."

Meanwhile, Vogel noted that all Although CinemaScope pictures

Meanwhile, Voxel noted that all Loew houses (except marginal sit-uations and theatres which have to be sold under terms of the con-sent decree) have been equipped with the three-track stereophonic sound equipment.

C'Scope Travelogs

Hollywood, Nov. 24.
Program of travelog shorts,

ton activity on the count.

20TH LOT TO HUM

Employment Outlook Brisk as 12-14 C'Scopes Loom.

Hollywood, Nov. Hollywood, Nov. 24.
Production lineup for 1954 at
20th-Fox calls for at least 12 and
probably 14 CinemaScope films
with a total budget amounting to
more than \$30.000,000. So stated
Darryl F. Zanuck, production
chlef, upon his return from two
months in Europe.

months in Europe.

An upsweep in employment was indicated after the first of the year, with four productions slated to start in January, in addition to "Garden of Evil," which rolls this week and "Pink Tights." which goes into work in December.

January starters will be "The Egyptian," "There's No Business Like Show Business," "Desiree" and "The Racer," These will be followed by "Untamed," "Prince of Players," "A Man Called Peter," "Sabertooth" and "A Woman's World."

WB Adds 12 C'Scopers
ClinemaScope is getting a heavy
play at Warners, with a total of
16 pictures slated for production
in that medlum. Currently filming
in CinemaScope are "A Star Is
Born," "Lucky Me," "The High
and the Mighty" and "Ring of
Fear."

Fear."

Others on the list are: "The Tallsman," "East of Eden," "Battle Cry," "Mr. Roberts," "Giant," 'Helen of Troy," 'Land of the Pharaols," "The Silver Chalice," "Sea Chase," "The Miracle," "Moby Dick" and "Daniel and the Woman of Babylon."

Undazzled By 'Robe' Grosses

Minneapolis, Nov. 24.

At a special meeting here, North Central Allied directors voted to continue to advise the territory's small-town exhibitors not to be influenced by the phenomenal grosses being racked up by "The Robe" in the large cities, but to keep on refusing to toss their caps in the CinemaScope ring.

The directors will point out to the theatreowners that in view of the 70% terms for "The Robe" the comparatively large investment required for CinemaScope equip-

required for CincmaScope equip-ment would be unwise at this time,

"Just figure out if in your situation you can gross sufficient to pay 70% and still have enough profit to justify the CinemaScope invest-ment," exhibitors will be told in the NCA bulletin.

Bulletin also will carry the pre-diction that CinemaScope and other wide screen equipment "are sure to come down in price before long."

MIESELMAN FINED \$12,500 ON '46 TAX

Greensborn, N. C., Nov. 24.
Herman B. Mieselman, Charlotte theatre chain owner charged with falsitying his 1946 income tax return and causing his wife to do the same, was fined \$12,500 and given two suspended 18-month sentences here by Judge Johnson J. Hayes.

Evidence presented in the Misel-man case stressed that he was ignorant of proper filing of income returns but that he did not intend to defraud the Government since he put all his earnings in the bank, "the first place agents would look" to check on him.

It was brought out that Micsel-It was brought out that Micsel-man has paid about \$50,000 in penalties "tor being a fool" and that he has mortgaged "every foot of real estate he owns" and has sold all except one of his theatres to get enough money to make the payments.

Program of travelog shorts, in ChinemaScope and Technicolor, is under way at 20th-Fox, with one completed Produced by Otto \$7,500 for talsifying his 1946 return and for \$5,000 for causing his wife to faisify her return that year.

Next subject will depict skiing He received 18-months concurrent sentences, suspended, for each count.

London Sees 'Robe' As B.O. Sock After Preem; Rave to So-So Reviews

Rave to So-So Reviews

London, Nov. 24.

The invited trade audience to the European preem of "The Robe" at the Odeon, Leicester Square, last Thursday (19) gave a unanimous verdict that the first CinemaScope production will be a boxoffice bonanza. Crix, in the main, are enthuslastic towards the new production technique. Massive advertising and publicity extending over some months made CinemaScope a major talking point in the industry. Producers and distribs were impressed by the magnificence of the panoramic spectacle, but exhibitors, who shared the enthusiasm for this first presentation, were cautious in their assessments. They recognized the potential boxoffice strength of "The Robe," but preferred to wait until they had an opportunity of viewing less spectacular productions.

tions.

One exhibitor told VARIETY that
"The Robe" would have been a
great picture in the conventional
medium although it would not
have had a comparable earning

have had a comparable earning capacity.

"The Robe" will open next month in the provinces in eight key Odeon theatres on extended-runs, thus doing away with the normal rigid releasing system operating here.

Press reaction in the Friday morning London from unqualified warm approval.

warm approval.

Leonard Moseley, Daily Express critic, after stating that Cinema-Scope does not produce a stereoscopic effect, claims that it brings spectacle back to the cinema. But whether it is the miracle for which the first industry has been waiting

spectacle back to the cinema. But whether it is the miracle for which the film industry has been waiting is much more doubtful," he adds. Hailing "The Robe" as a "landmark in movies." Reg Whitley, Daily Mirror columnist, predicts the pic will bring the missing millions back to British cinemas. Stanley Barron's "News Chronicle" review was headlined "This Is 4-D." and the critic claimed it was bound to revolutionize the cinema. "The Times" admitted that it was on "the largest, the grandest scale," but suggested the pronged battering of eye and ear disturbs the judgement. The reviewer said it was not a 3-D screen although "it gives some illusion of depth; it is, as it were, a 2½-D." Paul Holt, Daily Herald critic, also joins the chorus in insisting it is not 3-D but agrees it offers.

Paul Holt, Daily Herald critic, also joins the chorus in insisting it is not 3-D, but agrees it offers an illusion of something "really happening before your eyes." Fred Majdalany in the Daily Mail refused to accept CinemaScope as something superseding all that had gone before. He considered "The Robe" a fundamentally distasteful film, and "CinemaScope simply makes its distastefulness wider."

The Robe' Hits Europe

CinemaScope "The Robe" will be preemed in eight European capitals during December follow-ing the initial Continental opening in London at the Odeon Leicester Square last week (19). Dates line up as follows:

up as follows:
Rome, Capitol Theatre, Dec. 2;
Paris, Rex and Normandie theatres,
Dcc. 2; Athens, Attikon Theatre,
Dec. 14; Brussels, Metropole Theatre, Dec. 23; Zurich, Rex Theatre
and Cairo, Palace Theatre, Dec. 25,
Film may open the same day also
at the Schwan, Frankfort. In
Stockholm, "The Robe" will bow
at the Rigoletto Theatre, Dec. 30.
Worldwide, the film is set to have
15 openings Chirstmas Day.

Eddie Davis and Mark Ferriss humorously discourse on There's No Business Like Pushcart Business on amusing byline piece in forthcoming

48th Anniversary Number VARIETY

Antitrust Crack Vs. 20th Screens

Columbus, Nov. 18.

Now assured by 20th-Fox prez Spyros P. Skouras that there would be tests of "The Robe" without stereophonic sound, Independent Theatre Owners of Ohio are going over to the attack on the subject of the screens.

"We now await a decision on releasing 'The Robe' to theatres which do not have the Miracle Mirror or Astrolite screen," the ITOA of Ohio bulletin to members said. "In the belief that the company's insistence on one of these two screens is a violation of the antitrust laws, we shall keep on insisting that these requirements be relaxed as well."

Bulletin also observed that "it takes a high."

ments be relaxed as well."

Bulletin also observed that "it takes a big man to admit when lie is wrong" and added that both Skouras and William C. Gehring. 20th assistant executive sales head, "have now proved themselves to be big men." Remark related Gehring's original nixing of single-channel sound tests. Skouras later followed up by promising to arrange the tests as he had promised at Allied's Boston convention.

CINEMASCOPE BOXSCORE

240 Theatres Equipped-4,000 on Order, at Latest Count.

Hollywood, Nov. 24.
Trend toward CinemaScope exhibition is gaining momentum, with 240 theatres already equipped for that medium and about 4,000 more orders on hand for the 20th-Fox projection installations.

In addition to 20th-Fox, which has made 10 CinemaScope films and will shortly start 11 more, Warners has a program of 16 and Metro is committed to eight in that process.

Metro is committed to eight in that process.

Among the indies, Walt Disney has made one short subject in C'Scope and is projecting a series of shorts and cartoons in the same manner. In addition, he will make "20,000 Leagues Under the Sea," a live-action feature, and "The Lady and the Tramp," a feature-length cartoon that way. Other independent producers going in for the system are W. R. Frank with "Sitting Bull" and Berman Swarttz with "New Faces."

Meanwhile Columbia is contemplating the production of "The

Meanwhile Columbia is contemplating the production of "The Pleasure Is All Mine" and "West Point—formerly "The Long Grey Line—in CinemaScope, although nothing definite has been done about it.

South Sorta Slow About C'Scope

While small houses in general have responded favorably to CinemaScope, those in the South and some other areas are reluctant to adopt the snamorphic process.

Resistance is put down primally to the absence of serious competish from TV, with theatre operators in such regions uncertain about the wisdom of sinking hefty coin into new lenses, screens and stereophonic sound. Argument of 20th-Fox is that this is false security and that CinemaScope is needed to get the audience back to the b.o.

needed to get the audience back to the bo.

Southern small-time ops don't see it that way. Their attitude is that, pending development of a crisis, they might just as well leave well enough alone. View is

leave well enough alone. View is the same that has stymied theatre. Tv in some areas.

At the same time, the question of CinemaScope installation costs also bother these exhibs. There'd Leen some hope that the small situations might eventually install 16m CinemaScope. It's pointed out, however, that this still leaves them with a considerable expense for sound equipment and wiring and that this cost is about the same as it would be for 35m. It's 20th's policy not to sell its CinemaScope pix without multi-channel sound.

According to 20th prexy Spyros

According to 20th prexy Spyros P. Skouras, about 85% of the domestic CinemaScope orders received so far have come from smaller houses.

HEREAFTER ALL 'KATE' PRINTS GO OUT 3-D

Hollywood, Nov. 24.
All the remaining prints of Metro's "Kiss Me Kate" will be made in three-dimensions, as a result of two tests which showed a public preferance for the depth medium. This includes for showing abroad where the demand has been 95% for 3-D.

where the demand has been 95% for 3-D.

About 100 standard prints, sent out earlier to cover pre-release bookings, will be used henceforth in subsequent situations not equipped for 3-D.

Moropticon Talking Deals With Studios Following Demonstration in N.Y.

Matthew Fox, chairman of the Pola-Lite Co., which owns the Moropticon single-strip 3-D sys-tem, states that deals are being discussed with various studios for Moropticon processing of their 3-D films. He adds that at least a couple of licensing pacts will be signed within the next two weeks.

In addition to its economy fac-tors, the Moropticon method pretors, the Moropticon method pre-cludes any synchronization and lighting problems which could de-velop with regular double-print 3-D, the exec pointed out. He said that some circuit operators, in-cluding Robert J. O'Donnell of In-terstate Theatres, Dallas, already have entered deals for the Morop-ticon projection apparatus.

Demonstration
First of a series of demonstrations of the system was given by Fox at the Capitol Theatre, N. Y., last Friday (20) for about 70 distribution execs and exhibs. At this, seenes from Universal's "Son of Cochise" were shown in conventional two-strip 3-D and, for contrast, in the Moropticon process.

Many members of the audience

trast, in the Moropticon process.

Many members of the audience, who were queried following the presentation, obviously were impressed with Moropticon's 3-D values. Illumination of the screen characters, particularly in a night scene, was strikingly effective. "Cochise" lost some definition in its Moropticon transition but at least a few theatremen felt that this was not enough to matter. More than compensating for this slight loss of sharpness, it was felt, were the lighting and the mechanical and money-saving advantages.

Plan is to have similar demon-

Plan is to have similar demonstrations in key cities across the country as soon as theatres can be lined up. Next schedule showing is set for today (Wed.) at the Stanley, Philadelphia.

Universal has become the first studio to have a 3-D film processed in the Moropticon single-print sys-tem. Company is making a allable "Son of Cochise" for one-unit pro-jection to exhibs equipped with the Moropticon apparatus.

Theatremen equipped for 3-D with conventional two-print projection will be served with the standard dual-strip format of the

20th's Pre-CinemaScope 3d Quarter, \$1,274,728

3d Quarter, \$1,274,728

Not yet reflecting income from its two CinemaScope releases—
"The Robe" and "How to Marry a Millionaire"— 20th-Fox last week reported net earnings of \$1,274.728 for the third quarter period ended Sept. 26, 1953. Comparable three months in 1952 netted the company \$1,122.864.

Showing for the 39 weeks ended Sept. 26 was \$1,433.037, amounting to 52c per share on the 2.769.486 shares of common outstanding. Same three quarters in 1952 netted 20th \$1,277.268, amounting to 46c per share. This does not include a special credit of \$1.077.755 arising from a change of accounting procedure with respect to foreign operations and the operations of domestic theatre subsidies.

On the basis of third quarter earnings, 20th last week declared a 25c per share cash dividend on the outstanding common stock, payable Dec. 24, 1953, to stockholders of record at the close of business on Dec. 10, 53.

Report for the 39-week showed a more than \$8,000.000 increase in film rentals which rose from \$67.149.364 last year to \$75.540.617 in 1953.

Amusement Stock Quotations

(N.Y. Stock Exchange)

For Week Ending Tuesday (21)

19	53		Vol. in	Weekly High	Weekly Low	Tues, Close	Net Change
High			100s				for weet
1574	125%	Am Br-Par T	h 311	1512	1416	151 2	4 0 4
492 1	3814	CBS, "A"	30	49%	48	4318	1 1 N
4924	3814	CBS, "B"	. 21	4914	4734	48	- 14
1739	1154	Co'. Pic	. 35	163 a	1512	1638	4 38
1213	778	Decca .	59	894	8'2	834	1 1 N
47	41 4	Fastman Kdk	193	47	4638	461.2	2 13 ₈
14 4	1058	Loew's	. 228	1238	1114	1214	+ 12
7. 1	-41 A	Nat. Thea.	. 168	65 8	63 a	63 8	-
3033	2412	Paramount .	. 36	2778	2534	2678	+ 14
3612	2738	Philco	. 99	3012	2712	2715	-3'
2 8	21		. 1221	2278	21	2118	5 _N
4 4	258	RKO Picts. :	. 147	314	278	27 H	- 14
431	314	RKO Thea .	. 1628	434	414	458	+ 18
41 1	234	Republic	. 51	3	234	27 B	-
1154	934	Rep., pfd.	. 15	1012	10	101 a	4. 11
1214	878	Stanley War.		1058	1014	1038	- Marie
1914	1312	20th-Fox	525	1918	1714	1878	+ 15
1714	14	Univ. Pix	63	1612	1518	16	-
6812	61	Univ., pfd.	*120	6212	6212	621.5	more a
1718	111%	Warner Bros.	55	12	1112	1159	1 %
84	6314	Zenith	43	70	6318	69	14
merica	an Sto	ck Exchange					P
1734	878	Du Mont	. 126	937	878	878	1,2
412	278	Monogram .	20	4	378	378	-
1718	14	Technicolor	. 99	143 ;	1438	1412	+ 1,4
338	234	Trans-Lux	. 18	314	3	3	- 14
Over-	the-Co	unter Securit	es.		Bid	Ask	
('o'or	Corp.	of Amer			. 78	13%	16
Ciner	ama				. 2	212	
Chesa	peake	Industries				3	-
Polar	oid				. 44	46	
U. A.	Theat	tre:			834	1014	4.134
Walt	Disne	y			604	734	12
	al Vol			1 ,		100	_

(Quotations furnished by Dreyfus & Co.)

Single Track Test—But Then What?

Question If Either Side to Dispute Is Prepared To Reverse Position Regardless

While there is considerable sentiment among exhibs favoring tests of 20th-Fox CinemaScoped "The Robe" with a single optical track instead of multi-channel sound, others are wondering out loud whether these showings will serve a practical purpose.

These observers are posing two main questions: (1) Who will determine after a test run which sound application is superior and (2) is 20th ready to abandon its stand on directional sound if the verdict goes against it?

Manner in which the tests will

stand on directional sound if the verdict goes against it?

Manner in which the tests will be run is still up in the air. Spyros P. Skouras, 20th prexy, is currently on the Coast discussing the technical aspects of preparing the necessary "Robe" prints with single-channel sound. It's learned that when he returns to N. Y. Friday (27). he'll try, to arrange a huddle with exhib leaders in an attempt to thrash out the problem.

There is a good deal of discussion in the trade on the firmness of both parties' position in this matter. Exhibs appear determined to get 20th to skip stereo sound, which they say is costly beyond its relation to bo, returns. They maintain that directional sound is Just plain unnecessary.

At 20th, exees claim multichannel sound is a necessary adjunct to any widescreen presentation; that it helps create the illusion of an added dimension, and that doing away with it would hurt exhibs rather than help them. Apart from this, the company has invested heavily in both sound research and the production of the heccessary pickup equipment.

A Debater's Point?

Interested industry observers, flough mindful of the strong Alled and Theat.

A Debater's Point?

Interested industry observers, though mindful of the strong Albed and Theatre Owners of America pressure to get 20th to drop stereo sound, are inclined to the belief that the company is staging the tests primarily to support its pay position and not to give exhibs a choice in the matter. A 20th spokesman said Monday (23) that bothing definite had been world out so far, leaving open a number of questions about the tests them selves. Skouras has told exhibs that single-track sound demonstrations will be held after Jan. 15. Current CinemaScope contracts written by 20th state that the pictures must be run with stereophonic sound. Some circuits are willing to go along but refuse to install any speakers in the auditorium. This limits the use of sound to three instead of four tracks.

Public Domain Parlay

Hollywood, Nov. 24.
Several tales of Arabian
Nights will be wrapped into
one bundle for the next indie
to be produced by Aubrey
Wisherg and Jack Pollexien
for United Artists release.
Title is "Sinbad, All Baba and
Aladdin."

Dialog Sans Script, Spoken by Non-Pros Aids Realism—Crump

Alus Acansin Utility
As a further step toward film
realism, director Owen Crump advocates the employment of nonprofessional performers who speak
their own dialog without benefit of
a script. He's tried it with "Cease
Fire," which Hal Wallis produced
for Paramount release, and claims
the results are fine.
Crumn relates that he gave

for Paramount release, and claims the results are fine.

Crump relates that he gave soldiers in Korea an actual thought to convey, in their own work words, as they were hired to participate in the "Fire" lensing. The film was shot on location and focuses on a combat patrol on the eve of the truce).

"In the picture," the turn-caller recalled, "I asked a soldier to say with disgust that a hill was captured but the mission to capture prisoners was unsuccessful. The soldier said it with complete expressiveness, tersely, and with conviction, although he didn't have a line to read. He used the word 'damn'—and a couple of others used 'hell' and unfortunately these will have to be deleted because of the Production Code. But the main point is that these boys spoke as soldiers in combat speak. You couldn't get this kind of realism in fiction wrlting.

"Now, why can't this technique be applied in other pictures? I intend to try it, say, with a bartender. The leads will be cast and they'll follow scripts. But I'll just ask the man behind the bar—an actual bartender—to address them as he would talk to regular customers. There will be maximum naturalness, I'm sure, just as the soldiers in my Korean picture were natural."

Crump lays no claim to originality in having his players speak.

Hallelujah

Continued from page 3;

tional pix, have re-stimulated pub

Television has levelled off as

12 Television has levelled off as a competitor, theattenen regard TV as a rival similar to sports, (3) Various film enterprises have heen successful in ending costs and otherwise adjusting to a tighter and sounders base.

Craum sounder base.

Columbia

Colum

\$139,000, or 21e per share, over the 1952 earnings.

Paramount

For the first nine months of the current year, ABC-PT had earnings of \$7,599,000, or \$1.82 per common share, compared with \$5,435,000, or \$1.65 per share, for the same period in 1952 A breakdown shows that the company's theatre, operations showed gains over 1952 while the broadcasting division continued to operate at a loss.

RKO

First nine months of this year brought RKO The tres a profit of \$783,331, compared with \$623,411 for corresponding 1952 period.

Most substantial jump was reported by Paramount for its third iscal quarter, while ended Oct. 3.

For this period, the profit from operations amounted to 2,005,000, compared with \$1,378,000 for the corresponding 13-week period of 1952.

20th Fox

There was more unless from

There was more upbeat from 20th-Fox. The 39-week period which ended Sept. 26 provided 20th with consolidated net earnings of \$1.433 037, or 52e, per common share. This compares with \$1.277.268, or 46e, per share, for the like period in 1952.

Final quarter of the year for 20th doubtless will be a hefty one, for this period will ake into account the highly profitable release of hoth "The Robe" and "How to Marry a Millionaire," the company's first two CinemaScope releases.

Loew's hasn't released its annual report for 1953 as yet but Wall. St. estimates indicate improvement. Gross revenues are figured at \$178,000,000—or about the same as in 1952—and not carnings expectedly will be about \$1,10 per share. Latter figure would represent a jump of 19c, per share over 1952.

N. V. Stock Festiman. Loew's hasn't released its annual

sent a jump of 19c, per share over 1952.

N. Y. Stock Exchange analysts see a similar situation at, National Theatres. Gross business for the current fiscal year is estimated at 63,000,000, or a stight gain over 1952, and per-share earnings, it's anticipated, will jump to 95c., compared with 68c, in 1952.

Universal has been steadily galning ground, to the extent that some observers believe the company may increase its dividend from the present 50c semi-annual rate, Gross husiness for the 1952 fiscal year likely will be over \$70,000,000, or the highest in U's history.

National Theatres
National's net profit for the year

National Theatres
National's net profit for the year
ended last Sept. 26 climbed to
\$2,500,000, or 90c per common
share, compared with \$1,877,391,
or 68c per share, last year. The
chain, incidentally, was integrated
with the 20th-Fox film outfit in
1952.

NEW RULES REGULATE OSCAR-AIMED SHORTS

Hollywood, Nov. 24.

Tightening of rules governing short subjects, documentaries and foreign language films in the Oscar Derby has been promulgated by Charles Brackett, Academy prexy. Entries of these classifications rust he exhibited publicly in the LA, sector for at least a work

L.A. sector for at least a week prior to Dec. 21. This rule has al-ways applied to feature films but not to shorts and other subjects

Disney's Boston Huddle

Disney's Boston Huddle
Boston, Nov. 24.
N. Y. reps of Walt Disney and
RKO joined local exhibitors at a
luncheon here yesterday 'Tues.'
where plans were mapped for the
reissue of Disney's "Pinocchio" in
the New England area in midFebruary.
As part of the campaign for the
pic, three groups of "chalk talkers"
—cartoon artists—will tour the
territory, appearing on radio-TV
shows and visiting schools and
newspaper. offices.

Supreme Ct. Baseball Decision Cheers Promoters of Closed-Circuit Sports

CAFE-TO-STUDIO DOUBLE

Buddy Hackett At UI By Day-Nevada By Night

Hollywood, Nov. 24
Bicycling between chores is an old Hollywood custom but now they are using airplanes. Through an arrangement between U1 and E1 Rancho Vegas, Buddy Hackett will by to Hollywood daily for Ins role in "Fireman Saye My Child" and back to Nevada for his intery stint. This will continue until E1 Rancho can find a replacement for Hackett, who is signed for a three-week stand. stand.

stand.

Switch in the "Fireman" east is the result of Lou Castello's fil-ness, who has here replaced by Hackett, with Hugh O'Bian playing the Bud Abbott role. In another switch, Les Goodwins is replacing Charles Lamont as director.

Courtesy Lesson For Film Employes Is Now Ready to Show

First Industry training film, aimed at teaching theatre employees proper courtesy to patrons, is currently ready for distribution. Made by the Filmark Trailer Co. in conjunction with Theatre Owners of America, 13-punnte film is available in Him and 35m prints. Pie can cither be rested or purchased outrupit for unlimited use. Small theatres can obtain the prints at \$10 per day rental. Ontright purchase price is \$150 for circuits and \$250 for regional exhib groups.

Film, originally budgeted at \$4,000, was clampleted at a cost of \$10,000. Profits from the film, which will be shared by Filmack and TOA, will be set aside for possible additional training films if the current entry proves successful.

ful.

Titled, "Courtesy Is Contagions," short aims at getting over its point in story form. A waiter, seeking a night out with his wife by visiting a local picture house, is tired of the shoddy treatment he receives by the theatre help. Pretending he's a visiting U.S. Senator, he receives VIP treatment from the remployees, Moral of film is that every ticket-buyer should be treated as a VIP.

CHILI IN SOG-PROOF **CONE FOR FILMGOERS**

Kansas City, Nov. 24 Latest catable being offered theatres on a concession basis is a cone in which hot chili can be dispensed, the cone being land enough, not to disintegrate in the paw. Item is being marketed by the Rutherford Food Corp, follow

Promoters of closed-circuit the attre-television profess to see omens taverable to their cause in recent court ruines relating to baseball and football. Although attorneys haven't as yet thoroughly digested the U.S. Supreme Court decision on baseball and the alling of a U.S. District Court pertaining to the restriction of home TV of pro-tootball, theatre TV proponents telefasts will be permitted without the collection of the permitted without the collection, and the permitted without the collection of the permitted without the collection.

trar of legal action.

Nate Halpern, head of Theatre
Network Television, said it puts
the baseball and football people
closer to what form of TV they
want the pointed out that while
prevously individual teams could
determine their own video activities, it may now be possible for
rearness and college athletic assocations to formulate a policy
willout being faced with an antitrust action. Halpern believes the
decreases change the whole picture
of restriction of TV by sports.

"It increases the potential of

of restriction of TV by sports.

"It recreases the potential of TV." declared William Rosensohn, executive vergee of Box Office Television, Inc., promoters of the weekly series of closed-circuit Notre Dame football games. "We can now talk in terms of exclusivity." Rosensohn added "Theatre boxollice receipts for sports events are considerably greater when theatre TV has the event on an exclusive basis."

Ed "Moose" Krause, Notre Dame

exclusive basis."

Ed "Moose" Krause, Notre Dame athletic director, pointed out at a recent tootball luncheon that ND with into theatre TV because it is adhering to the NCAA's policy. "We think theatre TV has great possibilities," said Krause. "This year we are laying the groundwork, and we will only break even. But as more theatres fit themselves for the showing of television programs we will do very well.

"We understand from the people who are handling the theatre TV

"We inderstand from the people who are handling the theatre TV that the financial returns will be good when there are at least 100 theatres, showing our football games. We are highly pleased with the results so far."

the results so far."

Largest number of theatres
BOTV has as yet corrated for a
ND contest has been 13 theatres.
However, ontit continues to add
to the lineup via the reutal of
portable equipment to small the
atres for \$50 per game. BOTV
resumed the weekly games last
Satunday (21) when ND played
Down. Closed-circuit outfit did not
carry prior Saturday's (14) ND.
North Carolina games hecause of
difficulties in getting long lines out
of Chapel Hill, N. C.

Whites Only May View Religious Films In Segregated Louisville

dispensed, the cone being hard chough, not to disintegrate in the paw. Item is being marke'ted by the Rutherford Food Corp. following research (for a hard cone) by National Cone Co. of St. Lorns Rutherford has sold chiles and tamales for 35 years.

A steam unit is required but there's no cleanup or ntensils. Company claims concessionaire can average \$150 profit on a 600 serving package costing \$75 and retailing at 25c per copy.

It's the anti-sog cone that's the key to the new food item for hingry filmgoers.

Delay Drive-In Meeting
For New Hotel Opening Dallas, Nov 24.

Scheduled spring confab of the International Drive-In Theatre Owners Assn has been postponed until construction is completed on the new Statter Hotel hotel would be reserved during its opening week for the corner meeting. He stated that a date switch is to take advantage of the spacious and elaborate facilities the new hotel will have, in cluding one of the largest hotel auditoriums in the world.

National Cone Co. of St. Lorns Rutherford has sold chiles and tame the entire of the spacious and elaborate facilities the new hotel will have, in cluding one of the largest hotel auditoriums in the world.

National Cone Co. of St. Lorns Rutherford has sold chiles and tame the entire of the spacious and elaborate facilities the new hotel will have, in cluding one of the largest hotel auditoriums in the world.

Negototic requirement strates show sponsored by the Theatre Equipment Supply Manufacturers Assn. and the Theatre Equipment Dealers Assn.

London Film Biz Lusty; 'Eternity' Sock 14G, 'Caesar' Wow \$11,500, 2d; 'Girls' Tall 91/2G, 'Mogambo' 13G, 2d

Although there are first signs of the pre-Christmas slump affecting west End returns, a group of top-ranking productions have produced a lively boxoffice space. Spearheading the new entries are "Julius Caesar" and "From Here To Eternity." both having opened to the large product of the pre-Christmas slump affecting the product of the product of the pre-Christmas slump affecting the product of the product of the product of the product of the pre-Christmas slump affecting the product of the product o To Eternity," both having opened smash on London prerelease dates, "Caesar" which was \$13,400 at the Carlton opening week, is smash \$11,500 in second session. "Eter-nity," after its Variety Club char-ity gala, shapes resounding \$14,-000 on first week at Leicester Square Theatre.

Other new entries include Paramount's "Here Come Girls," sturdy \$9 500 in first round at the Plaza, and "Mogambo," solid in first six days, stout at the Empire with \$13,

days, stout at the Empire with \$13,000 in second week.

Of the holdovers, "Conquest of Everest" is sock \$7,600 in fourth round at the Warner. Royal Command selection. "Rob Roy" continues in hefty at the Odeon Leisester Square, in its third week. "It Came From Outer Space," now on eighth (final) week at the London Pavilion, still is fine.

Estimates for Last Week

Estimates for Last Week
Carlton (Par) (1.128; 55-\$1.70)—
"Julius Caesar" (M-G) (2d wk).
Unanimous press raves helping
this to smash \$11.500 in first holdover round after \$13,400 in initial
week. Stays indef.
Empire (M-G), (2.099; 55-\$1.70)—
"Mogambo" (M-G) (2d wk). Hefty \$13,000 after \$14,000 for opening 6-day week. Stays another
round with "The Actress" (M-G)
slated for Nov. 26.

Gaumont (CMA) (1.500; 50-\$1.70)

Gaumont (CMA) (1,500; 50-\$1.70)

"A Day To Remember" (GFD)
and "Column South" (GFD) (2d
wk), Slim \$4,200 in second week
after \$5,000 opening round. "Meet
Mr. Lucifer" (GFD) preems Nov.

London Pavillon (UA) (1.217; 50-\$1,70)—"Came From Outer Space" (GFD) and "Life After Dark" (GFD) (8th wk). Likely will do nice \$5,400 after \$6,300 in seventh week, "Fort Ti" (Col) opens Nov. 20.

Nov. 20.
Odeon, Lelcester Square (CMA)
(2.200; 50-\$1.70)—"Rob Roy" (RKO)
(3d wk). Fine 88.400. "The Robe"
(20th) preems Nov. 19 as London's
first CinemaScope offering.

Odeon, Marble Arch (CMA) (2,200; 50-\$1.70)—"Second Chance" (RKO) and "Limping Man" (Eros) (2d wk), 2-D version of original 3-D "Chance" looms fair \$5,700 in second frame after \$7,000 opener.

Plaza (Par) *(1,092; 70-5;1.70)—
"Here Come Girls" (Par), Solid
\$9.500 in initial stanza. Continues,
Rlato (LFP) *(592; 50-5;330)—
"Androcles and Lion" (RKO) *(4th
wk). Trim \$2.800. Stays on.
Ritz (M-G) *(432; 30-\$2.15)—"The
Intruder" (BL) *(2d wk). Heading
for fine \$2.500 after \$2,200 in opening six days.

ing six days. Warner (WB) (1.735; 50-\$1.70 Warner (WB) (1.735; 50-\$1.70 — "Conquest of Everest" (BL) 44th wk). Sturdy \$7,600 after \$9,800 in third week. Stays a fifth with "Beat the Devil" (IFD) opening Nov. 26.

Mary Garden Set For 3-Month American Tour

Aberdeen, Scot., Nov. 17.
Mary Garden, 76-year-old tor-invitation from America's National Arts Foundation to tour the U. S. for three months, starting next January.

January.

Former diva will lecture in a number of major American cities on the roles she created, and also will hear young singers who are applying for the Foundation's operatic fellowships.

It will be Miss Garden's fourth American tour in the last five years, She retired in 1931 after a brilliant career, finally settling in her native Scotland.

Thailand Sez AA's Kosol

Thailand tota AA S NUSUI

Hollywood, Nov. 24.

Thailand (ex-Siam) with approximately 70 theatres is becoming increasingly better market for Hollywood, according to Hoontrakul Kosol, Allled Artists reptrere, who is now completing tour of States as U.S. State Department guest.

"Theatres are well filled, par-ticularly in Bangkok where in recent months four new theatres have been constructed and three more are now being built," he re-

Equity Drives On British TV

London, Nov. 17.
With commercial TV now considered a certainty for Britain, performer unions, headed by Actors Equity, are launching their offensive for an 80% British quota, either film or live, on all programs on the new network. Without this safeguard they claim that the new television industry will be faced with the danger which overtook films 25 years ago when they were faced with the threat of extinction through "inability to compete with dumped American films which had already recovered their production already recovered their production costs elsewhere."

Since submitting their case by deputation to the government and obtaining the moral support of the Films Council, Gordon Sandison, the Equity general secretary, has modified the original plan to demand that the quota be based on two—hourly periods and the 80° o quota applied to each period. Otherwise, he avers, there is a danger that foreign films could keep within their quota (20°7) and yet dominate the peak viewing period.

New pay scales for actors engaged in commercial radio programs are due to operate next year, and members of Actors: Equity have been instructed to turn down all engagements which do not

down all engagements which do not

down all engagements which do not recognize the new contract. Under the new schedule, the basic minimum pay for a thespian in a 15-minute program will be \$8.40. In a half-hour show the rate goes up to \$14, with \$28 for an hour's program. Minimum weekly salary would be \$112. These are rates applicable either to Europe, excluding Britain, or anywhere else in the world, excluding Europe.

ITALO PIX TOP GROSSERS IN ROME FALL SEASON

Rome, Nov. 17, Local product has opened strong ly in the fall boxoffice sweepstakes with Italian and Franco-Italian pix with Italian and Franco-Italian pix copping several top positions. Based on grosses for Rome alone during the September-October period, local or co-produced items have taken six out of the first 10 high grossing spots. "The Return of Don Camillo" (Dear), a Franco-Italian pir, has a wide lead over the remainder of the field, with another Franco-Italian joint pic, "I vitelloni," a surprise second placer, aided by its Venice Film tete kudo. "Shane" (Par) follows and is alread of "Il Turco Napoletano"

aided by its Venice Film tete kudo.

Shane "Par' follows and is alread of "Il Turco Napoletano" (Lux-Italian). Others, in order of b.o. draw, are "Merry Widow" (M-G), "Niagara" (20th), "Adotable Creatures" (Franco-Italian), "Hans Christian Andersen" (RKO), "Canzoni, Canzoni, Canzoni "Italian) and "Napoletani a Milano" (Italian) and "Napoletani a Milano" (Italian).

Int'l Film Prods. London

London, Nov. 17. With the British Film Producers with the British Film Producers Assn. acting as host, the adminis-trative council of the International Film Producers Assn. is holding a two-day session here beginning next Monday (30).

Thorndike-Casson Map Aussie Recital Tour

Glasgow, Nov. 17.

Glasgow, Nov. 17.

Glasgow, Nov. 17.

Control of the control o

Garson P.A. Trek For 'Caesar' O'Seas Proving Goodwill Tour for Pix

Glasgow, Nov. 17.

Greer Garson's trip to Great Britain to help boost Metro's "Ju-lius Caesar" has not only helped that pic but proved a great bally for films in general

for films in general

She has made scores of friends
and has done the film Industry's
prestige no end of good by her
charm at personal appearances,
press receptions and on other publicity chores. Trip has also garnered thousands of valuable column
inches in leading British papers.

Addressing the availite mambers

Addressing the erudite members of the rather stiff Edinburgh Film Guild, star commented on 3-D pix. Guild, star commented on 3-D pix, saying that experiments in their production had become the "three D.T.'s" for many film people in Hollywood. Chief snag was that certain types were far too expensive. There was warm mitting when she said: "What cinemagoers really appreciate is an ordinary well-made film with a really good story, well acted and capably directed."

Miss Garson

rected."
Miss Garson has very definite ideas about the kind of films she wants to work in. "I would rather carry a spear in a great production than carry a pot-boiler on my own shoulders," she said.

In Scotland she renewed kinship ties. Although born in County Down, Northern Ireland, she has close links with the Orkney Islands, off north Scotland, where her father, George Garson, was a business man. Her mother, Nina Greer, who accompanied her on the trip, is descended from the ancient Scotlish MacGregors.

In Edinburgh's ancient St. Giles

ancient Scottish MacGregors.

In Edinburgh's ancient St. Giles
Cathedral, star and her mother attended service. She also tackled
student audiences at both Edinburgh and Glasgow universities,
following her college gabbing session with the same success attending her visits to Birmingham and
Manchester, Eng., universities.

Carminati to Do Opera With Ingrid Bergman

Rome, Nov. 17. Tullio Carminati, vet Italo thespian, has signed contract to appear in the opera, "Joan of Arc," with Ingrid Bergman In the name role. Ingrid Bergman in the name role. The modern opera is written and composed by Carl Hoennigger. Miss Bergman and Carminati, as the priest, have the only two spoken roles, backed by a singing chorus. Roberto Rossellini, husband of the star, will direct. This is not the first time Rossellini has staged an opera, having done "Otello" for the San Carlo Opera Co. in Naples last season.

The trip leaves for Naples soon.

The trio leaves for Naples soon to start rehearsals at the San Car-lo Theatre for the performances which start Dec. 4. Miss Bergman said the La Scala Opera Co. of Milan has asked for a repeat per-formance in April, 1954.

Widescreen 'Cleopatra' Planned by del Giudice

London, Nov. 17. Filippo del Giudice, the former Two Cities topper, who has been in Italy for some years, is lining up a British cast and crew for a widescreen color production of "Antony and Cleopatra" to be leased in Florence and Venice next

According to reports, del Gludice is paging Michael Redgrave and Margaret Leighton for the name parts and Robert Krasker, who lensed "Henry V," as cameraman, Script has been prepped by Dallas Bower, who also gets the directorial assignment.

Thursday (26). Owen Brannigan fice, provokes the trade to consuppred by Marjorie Squires, Glude that 1953 may be the worst in 23 years of modern pic biz in Mexico. The Industry doesn't expect 1953 production to exceed 100. The lone Mexican pic to really Clark in the Sallor on Ice," set to open Dec. 3.

See British NFFC Plan to Grab Renegers' Stock as Nationalization

German TV Sta. Ignores Film Cos., Grabs 100 Pix

Although West German film leaders have demanded several times that feature plx not be shown on TV, at least until films are five years old, it is reported that NWDR (West Germany's biggest TV station) already has bought more than 100 pictures, both local and foreign product.

A list recently published by

and foreign product.

A list recently published by NWDR reveals that this station has bought 57 films since December last year, 41 of them made before the end of the war. Six are German postwar productions and the others foreign-made pix.

French Finally To Do 'Scope Pic

Paris, Nov. 17.

With four Paris theatres getting the 'Scope treatment plus 12 in the provinces and two in North Africa, actual CinemaScope production is still slow in getting underway here. Various directors have announced anamorphoscope productions, but then changed their minds.

Jacques Becker will make his "Ali Baba And The Forty Thieves" as a 2-D tinter while Albert Lamorisse has put his proposed (Scope, 'Red Balloon,' off for some time. The first definite 'Scope commitment is by director H. G. Clouzot who has definitely come out for lt both as a means of expression and a new important technique.

Clouzet intends to start his "Don't Stop Listening" next June with a four-month shooting schedule because of the territory cov-ered by the pic. This is a Jacques Remy original about a fishing boat in northern waters.

BRITISH GOVT. DROPS STATUTORY EADY PLAN

London, Nov. 24.

The British government has dropped its intention of introducing statutory legislation to continue the Eady fund in favor of the trade's compromise voluntary scheme which was recently approved by the four major industry associations. An official announcement to this effect was made late last week by the Board of Trade.

The industry's alternative scheme, which will come into operation on

The industry's alternative scheme, which will come into operation on the expiration of the present arrangement in July, is set for a further three-year period. It is designed to net British producers an annual income of \$6.450,000. This figure may be upped to a maximum of \$8.400,000 if there is an adequate admission tax concession, in next year's budget.

The serious financial situation confronting the industry was the subject of a special memorandum to the BOT president and indicated that any tax adjustment would be spread over all sections of the industry.

Princess Margaret To 2 Royal Galas in Dec.

London, Nov. 17.
Princess Margaret is to attend two royal galas next month. First will be at Saller's Wells Dec. 9 to help the Wells' Benevolent Funds and the Sadler's Wells School. Second will be at the Empress Hall and the proceeds will be donated to the Girl Guides Assn. of which the Princess is chief ranger.

At Sadler's Wells, the Princess will see the new production of Don Pasquale which has its preem next Thursday (26). Owen Brannigan supported by Marjorie Squires, Gerald Davies and Denis Dowling will take the leads.

The British government's proposal, permitting the National Film Finance Corp. to acquire debantures or stock in companies which fail to repay loans was challenged in the House of Commons last Fiiday (20) as being the first step towards nationalization.

Second reading debate on the bill extending the NFFC's life for an additional three years was adjourned after a filibuster by a Labor M.P., who talked the house out with a 214-hour speech. Sur Alexander Korda was named in the debate by a Conservative M.P., who suggested that British Lion would be better off If he were replaced, as he has been associated with the lush days of the film industry, and wasn't the man to make \$300.0000 wasn't the man to make \$300.000 films.

British Llon owes NFFC \$8 400 British Llon owes NFFC \$8,400,000, All British Llon accounts for
the year ended March 31 show a
net surplus of \$95,000 on the year's
trade after distribution of a profit
of \$224,000. However, the corporation was left with a carry-forward
loss exceeding \$6,260,000.

coss exceeding \$6,260,000.

Company chairman Harold Drayton blames the countrywide boxoffice decline; "otherwise we would have been well in the profit." The company's foreign earnings in the past four years exceeded \$8,100,000, including \$4,200,000 from dollar countries.

Italo Producers Swing To Episodic Type Pix; Seven Set for Release

Seven Set for Release

Rome, Nov. 17.

Following the sock biz racked up by "In Olden Days," on its Italian runs last season, local producers are going all-out in sponsoring more items using that film's episodic formula, starting with a followup made by the same director, Alessandro Blasetti, and using many of the same actors. It's called "Our Times" and is ready for release this season.

"Three Forbidden Stories." "Seven Mortal Sins," and "Songs of Century" have been among other episoders which have set the pattern in recent releases. At least four other such subjects are already in the can: "Love in the City," "Canzoni, Canzoni, Canzoni, Canzoni." "Destinees" and "Siamo Donne." last-named featuring "confessions" by actresses.

Six other episoders are in control of the contro

by actresses.

by actresses.

Six other episoders are in various stages of preparation in local studios. "This is Life" will feature stories by Pirandello, "Marriage" is based on works by Cheeov, and "Amorl di Secolo" is to have an episode directed by Roberto Rossellini. "Femina" is the episoder currently lensing with Hedy Lamarr. Others on the agenda are "100 Years of Love," and "Big Variety."

Yank Films Still Take 58.1% of Mex Playdates

Mexico City, Nov. 17.

U.S. film supremacy margin here is less but it continues very substantial, being 58.1% of all playing time in October, National Exhibitors Assn. figures show. This compares with a mere 20% screening by Mexican product and 9.3% by Spanish. The 6.5%, French, took 6.5%, the Italiau, 6.3% while British and Guaternalan got one pix apiece.

The Guatamalan was the first cue of that land ever to be exhibited in Mexico.

Few of 53 Mex Films Made in '53 B.O. Hits

Made in '53 B.O. Hits

Mexico City, Nov. 17.

Announcement by the National
Cinematographic Board that only
16 of the 53 pix produced thes
year had been released by June 30
and few of them attained even
lukewarm success at the boxoffice, provokes the trade to conclude that 1953 may be the worst
in 23 years of modern pic biz in
Mexico. The Industry doesn't expect 1953 production to exceed 100.

The lone Mexican pic to reality



PARAMOUNT, FIRST IN **BOXOFFICE CHAMPIONS** IN 1953. WILL MAINTAIN THAT LEADERSHIP WITH A CONTINUING FLOW OF HIGH QUALITY PICTURES -FOR ANY THEATRE'S SCREEN -ALL THRU 1954 AND BEYOND

HERE COME THE GIRLS



Bob Hope · Tony Martin Arlene Dahl · Rosemary Clooney Color by Technicolor



Paramount's Holiday Show is the greatest girl-show ever made...

DAMON RUNYON'S

MONEY From Home



Dean Martin and Jerry Lewis A Hal Wallis Production In 3-D · Color by Technicolor



The industry's top boxoffice team, in 3-D and color for the first time...

FOREVER FEMALE



Ginger Rogers · William Holden Paul Douglas · James Gleason Pat Crowley



The story that was born with the first woman, Eve...

RED GARTERS



Rosemary Clooney · Jack Carson
Guy Mitchell · Pat Crowley · Gene Barry
Cass Daley · Joanne Gilbert
Color by Technicolor

The Great American Musical ...

ELEPHANT WALK



Elizabeth Taylor · Dana Andrews
Peter Finch
Color by Technicolor

The story of a reckless love, spectacularly filmed in exotic Ceylon...

IN PRODUCTION

THE CONQUEST OF SPACE

Color by Technicolor



Most astounding production ever attempted in science-drama . . .

ULYSSES



Kirk Douglas · Silvano Mangano Anthony Quinn · Color by Technicolor A Lux-Ponti De Laurentiis Production

Paramount's most important spectacle since "Samson and Delilah"...

THE NAKED JUNGLE

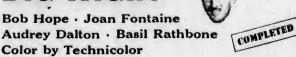


Eleanor Parker · Charlton Heston
Color by Technicolor
Stereophonic Sound

Company of the State of the Sta

A new screen team of lovers in a story as torrid as its setting . . .

CASANOVA'S BIG NIGHT



Hope's most luscious-with a title that sells the big fun in a big way...

ALASKA SEAS



Robert Ryan • Jan Sterling Brian Keith • Gene Barry Stereophonic Sound

IN PRODUCTION

Turbulent action and exciting romance, in a setting of the frozen north .

YOU CAN DEPEND ON PARAMOUNT

HAL WALLIS'



Produced and photographed realistically on the battlefields of Korea - In 3-D



Emotion -loaded drama of G. I.'s on their last patrol . . .

BOTANY



Alan Ladd · James Mason Patricia Medina · Sir Cedric Hardwicke Color by Technicolor A John Farrow Production

It's the mightiest sea story since "Two Years Before The Mast". . .

KNOCK ON WOOD



Danny Kaye · Mai Zetterling Color by Technicolor Stereophonic Sound



Big-time entertainment with today's most popular big-time entertainer...



IIVARD



Fernando Lamas · Rhonda Fleming In 3-D · Color by Technicolor

Primitive adventure among the head hunters of the Amazon ...

LIVING IT UP



Dean Martin and Jerry Lewis Janet Leigh

Color by Technicolor



The boy's funniest show is based on the Broadway musical, "Hazel Flagg". .

LEGEND OF THE INC



Charlton Heston · Robert Young IN PRODUCTION Yma Sumac · Nicole Maurey Thomas Mitchell Color by Technicolor

A boxoffice cast in a fabulous adventure of a lost civilization . . .

PERLBERG-SEATON'S

THE COUNTR



Bing Crosby · Jennifer Jones William Holden

IN PRODUCTION

New triple-great star combination in a famous Broadway play...

HAL WALLIS'

IN PRODUCTION S. LESLIE



Shirley Booth

-Academy Award Best Actress of 1953-

co-starred with

Robert Ryan · Alex Nicol

Shirley Booth's first since "Come Back, Little Sheba" is boxoffice news..

IRVING BERLIN'S



Bing Crosby · Danny Kaye Rosemary Clooney · Vera-Ellen Color by Technicolor

The attraction exhibitors foresee as an all-time top money-maker...

SABRIN



Humphrey Bogart · Audrey Hepburn William Holden · Walter Hampden Produced and directed by Billy Wilder

Gay, romantic comedy with strong star-names . . .

IN 1954 AS YOU DID IN 1953

In addition to this impressive product, many other outstanding attractions are well advanced in production-such as

THE BRIDGES AT TOKO-R



William Holden
Grace Kelly
Mickey Rooney
Fredric March
Robert Strauss
Color by
Technicolor

ALFRED HITCHCOCK'S

REAR WINDOW

(Tentative Title)



James Stewart
Color by
Technicolor

STRATEGIC AIR COMMAND



James Stewart
June Allyson

The Motion Picture The Whole World Is Waiting For:

CECIL B. DEMILLE'S

THE TEN Color by Technicolor COMMANDMENTS

- and again "the public is never wrong" as year after year it prefers

PARAMOUNT NEWS AND PARAMOUNT SHORTS

The Captain Was Still A Gal

value in the same way that a more intimate story environment, such as in "High Noon," would have been all out of proportion if we had tried to make it on blockbuster scale. Each has been given the distribution of the state of

mensions that the story called for-

As compared to budgets on our former pictures, we certainly did spend a lot of money. But compared to a snap judgment of what it would cost to put all of the meat of "Calne Mutiny" into the picture, such as we fool we have achieved.

such as we feel we have achieved. we came off mighty well.

Amount of time and money is comparative only to the end result.

L. B. Mayer

Continued from page 3

poration this week, also reveals

pany exercisable at any time through Aug. 13, 1955, to take over the script and music at the cost to Cinerama Productions.

Lowell Thomas' Letter

In a letter to stockholders prexy Lowell Thomas noted that the com-

Dowell Inomas noted that the company's arrangement with Stanley Warner "holds real promise for the future earnings of your company, although at the same time it will impose an interim period of nominal income." Thomas said it was difficult to estimate how long this

Thomas indicated that over four-fifths of the income obtained from the operations of theatres in New York, Detroit, Los Angeles and Chicago has gone to the retirement of the company's bank debt which, with prior payments, has been reduced from \$1,500,000 to \$399,000.

licensing fees.

Capt. Lillian Kinkela, head of the aircorps nurses, here for the opening of the film "Flight Nurse" for which she was a technical adviser, was asked by Will Jones, Morning Tribune columnist, at a Republic cocktail party for her, "what sort of technical things did you direct?"

did you direct?"
"Well." replied Capt. Kinkela, "there was a scene between Joan Leslie, playing the aircorps nurse heroine, and Forrest Tucker, cast as a pilot, in which he takes her in his arms, and she responds and it's quite a scene.
"After the scene was shot I was asked what I thought. I said I believed Joan's hands were too limp. Under the same circumstances I felt a girl would really grab the guy. So they shot it over."

However, added Jones: "Capt. Kinkela said her technical di-rection really did involve matters more directly concerned with flight nursing, too."

Shooting BR, The Stars

timely. We are in a period where, with very few exceptions, boxoffice riches are struck only with block-value in the same way that a more timely. We are in a period where, with very few exceptions, boxoffice riches are struck only with block-busters. The big scale Technico'or productions with top names, spectacular sets, and stories with sweep and grandeur alone have racked up the eight-figure grosses.

It is not enough to make a spec-tacle merely for the sake of spectacle. One must have a story that calls for it, and these are hard to come by.

We had it in the Herman Wouk

We had it in the Herman Wouk novel. In our capacity as showmen, we took advantage of this to give it everything it demanded in production and name value. At the same time, as story tellers, we had the chance to give ample punch and power within this enlarged framework.

Avoids Type Casting

Avoids Type Casting

The main characters in Wouk's book have a great amount of strength, color and dimension. To match this sort of writing we needed fine actors who could do them justice and avoid type-casting cliches. That and the blockbuster potential of the picture called for big star names. For that reason we cast Humphrey Bogart as Captain Queeg, Jose Ferrer as Lt. Greenwald, Van Johnson as Lt. Maryk, and Fred MacMurray as Lt. Keefer. Individually, each is a big marquee attraction. Together in one picture, their value multiplies geometrically. metrically.

We have also added the attraction of new faces in two young people who make their screen de-buts in "Mutiny." Robert Francis, fresh out of the Army, plays the role of Willie Keith. May Wynn is played by a girl who chose that as her professional name from now

Even this early in the game we feel that Edward Dmytryk's direction, his fourth for the Kramer will bring him glory and status in the industry.

Navy Goes All Out

Navy Goes All Out
The cooperation of the U.S. Navy
and the Interest and understanding
of its top personnel made possible
the use of "sets" and backgrounds
impossible to achieve on a studio
back lot or other location. Destroyers, aircraft carriers, tugs,
assault boats and other shipping
were our sets. We had to travel
to San Francisco and to Hawaii to
get the things we needed without

to San Francisco and to Hawaii to get the things we needed without interfering with the Navy's regular routine of duty, but this only added more to the authenticity and value of our backgrounds. They just happened to coincide with the backgrounds in the Wouk novel.

The telling of the story of "The Caine Mutiny" demanded magnitude in every department. This does not necessarily mean wide-screen, although it will be released by Columbia in this form as well as normal width. But the bigness in production and name values was dictated by the book reading public long before we bought it.

public long before we bought it.

This in no way means a departure from the Kramer Comethods of picturemaking. In this instance we found a story which is intimate in its interplay of vital human terms of the property of th human temperaments, but which is brought into conflict of strong emotions and actions when thrust into the massive environment of the U.S. Navy at war, and during one of the most devastating typloors that has ever hit shipping in the South Pacific Ocean. These are things on which we could not cheat if we were to bring to the picture everything that is inherent in the book, and which we feel that Stanley Roberts has ably captured in his screenplay. human temperaments, but which is

WITH TV—LESSING ductions v.p. and general counsel said in N. Y. last Friday (20) before returning to the Coast. He

fore returning to the Coast. He added that TV didn't pay enough and that there was "no use competing against ourselves."

Lessing last week conferred with ov. Ellis Arnall, Society of Inde-endent Motorn Picture Producers prexy, on the org's new foreign subsidiary. His trip east was also due in part to Disney business.

Clark, Johnson Epauletted

Kenneth Clark, theretor of public relations for the Motion Picture Assa, of America, and Grif-fith Johnson, MPAA economist, yesterday (Tues) were named vice-presidents by the MPAA board.

Longtime Washington and for-cien correspondent, Clark joined MPAA in 1936. He took on his public relations duties in 1945 on public relations duties in 1945 on coming out of the army as a full colonel. Since the death of Joyce O Hara, Clark has increasingly acted as Johnston's exec assistant. Johnson joined MPAA in 1952. He recently negotiated a new Spanrecently negot ish agreement.

Probe Witnesses

Continued from page 2

subcommittee opens hearings

Jackson named as the trio Joan Lacour, exec secretary of the Tele-vision Writers of America; Michael Davidson, former exec secretary of the Radio Writers Guild; and Jerry Fielding, orchestra leader-com-Fielding, orchestra leader-composer-arranger in TV as the missing trio. TWA later said that Mistacour is ill.

that the company's accounts with Cinerama, Inc., the licensing and equipment company, are in con-troversy and that it's expected that a settlement will be reached through negotiation or arbitration. Hassle involves the payment of the Lacour is ill.

In testimony yesterday, actor John Brown ("Digger O'Dell" on "Life of Riley") was described as an uncooperative witness. He refused to testify on the basis of the Filth Amendment. Writer ("Life With Lang: Max (Mac) Nathan Benoff was a cooperative witness, claborating on testimony given before the subcommittee last March 24. Radio and TV writer and former RWG prexy Milton Merlin appeared voluntarily to clear himself, denying he had ever been a Communist. Jackson said that Merlin had acknowledged membership in several front groups belicensing fees.

Cost of Cinerama's initial production "This Is Cinerama" has been amortized on the basis of 21 weeks at 1% 22 weeks at 1½% and 23 weeks at 2%. On this basis the unamortized cost will be written off against income through January, 1954, at 2% weekly.

The company shelled out approximately \$258,000 in preparing a screenplay and music for a contem-The company shelled out approximately \$258,000 in preparing a screenplay and music for a contempated production of "Paint Your Wagon." Since there are no present plans to use the property, the company has valued the script at a bership in several front groups fore they were identified as such, leaving them when they were linked to the Communist movecompany has varied the script an anominal sum in its current financial report. However, Stanley Warner Cinerama Corp., which assumed the exhibition and production rights to the widescreen process, has an option from the company exercisable at any time linked to the Communist move-ment. Film technician David Com-mons appeared wthout counsel, so Jackson excused him, saying that his appearance would be continued when he could get a lawyer.

Spellbee

= Continued from page 3 =

paying off with community mer-chandise certificates.

Tests were conducted at the Broadway, Astoria (1,000 seats); Park-Plaza, Bionx (2,400 seats), and Plaza, Englewood (1,200 seats), in order to have varied-type andi ence response. There was no outside advertising and marquee ballyhoo only in one house. So the test was under really cold sneak difficult to estimate how long this period would be, but he notes that financial sources place it at from one to two years. He points out that during this stanza net receipts from theatres opened by SW will first go toward the repayment of production costs and the costs of theatre installations, after which 50% of all profits will go to Cinerama Productions.

Thomas indicated that over four-fifths of the income obtained from circumstances

circumstances.

At each performance various "experts" rapidly developed within the audience. Latz points out that the United States is crazy right now about a word game, Scrabble, which game stores literally cannot keep in stock because it sells so-fast over 10,000 a week. Conceding that Spellbee, though simple, offers no appeal to litterates, Latz reports ambitions foreigners like it. Country has 70,000,000 citizens of all siges who are addicted as a doily habit to crosswords, Anagrains, Scrabble and similar pastines. similar pastines.

Latz, who believes he has a natu ral in Spelbee, will not limit it to theatres but is working on tele-vision, newspaper, amusement park and—note—church_fund-raising versions.

duced from \$1,600,000 to \$899,000. Bank debt is a term loan, which is not due until August, 1955, and is guaranteed by the Stanley Warner Corp. Company's operating expenses, Thomas disclosed, had been reduced to \$2,000 weekly, except from the payment of rent for space on the Coast under a lease which expires in January. "The last several months," he stresses, "have been a period of active reduction of expenses." Latz's terms for leasing Cinema Spellbee to lilm houses is based on 3½c per seat, theatre to arrange the prizes, Latz to supply the full points out that while non- recurring losses showed a deficit of entertainment package and the mass 968.194 for the fiscal year, actual operating profit was \$159.838 participate.

Job Low For Writers Seen Passing

There are no current plans to to tolease Disney product to TV. SWG Status Quo on Fund — Proxies Limited — Video Outlook Appraised

Hollywood, Nov. 24
A move to cut the Screen Wirters Guild's 1% contribution to the Motion Picture Relief Fund in half, diverting the rest to a group insurance plan, died at the annual membership meeting when George Slavin, proponent of the change withdrew his resolution following strong support for MPRF at the meeting SWG annually gives 1% of its members earnings to the fund.

Members also adopted a consti-Members also adopted a consti-tutional amendment limiting the power of proxies to a single meet-ing; voted down an attempt to raise dues of scribblers earning over \$3,000 annually, and elected officers

Hugh Herbert was elected dent, receiving 252 votes as

tendance at the meeting was fair, 134 present.
Newly elected to the executive board were James Warner Bellah, Robert Blees, Devery Freeman, Herb Meadow, Pen Roberts, Curtis Kenyon, Erna Lazarus and Milton-Raison. The last three were named to rep the Television Writers Group on the board, marking the first time video writers have been specifically named by the membership to the board.
They will also serve on the new

They will also serve on the new exec committee of TWG, which he exec committee of TWG, which has 19 members, the other 16 elected being Dwight Babcock, Lee Berg, DeWitt Bodeen, Morgan Cox, Dwight Cummins, Albert Duffy, Fenton Earnshaw, Polly Lames, Lawrence Kimble, William Lavely, Al Martin, Jo Pagano, Montroe Tombragel, Catherine Turney and Malvin Wald.

Malvin Wald.

Job's Looking Up
In his annual report to the membership, prexy Richard Breen shad a survey of the major studios during the past two weeks indicates SWG has passed the low point in employment in mid-October He said the most important fact of the said the most important fact of the said the most important fact of the year is that so many scribbles? me-jobless, but from now on "they the studios) hope for a slow but steady increase in employment. "In television there are also hopeful signs. The fly-by-ingles-are being weeded out. Solid one-

are being weeded out. Solid operating companies are taking over and providing reliable, term like-employment. There is nothing to suggest that the writer is not in the midst of suffering; but there is everything to suggest that it is more Purgatorial than permanent,"

more Purgatorial than permonent, Breen said 96 telepix producers have signed or agreed to ank the guild's minimum basic agreen all He reviewed SWG progress of the guild's minimum basic agreem of the past year, touched upon the guild's economy program, in which he mentioned that SWG has just signed a lease for two years on if present quarters, and said SWG has an operating deficit of \$20.9 m always runs into the relamination of the past of th present quarters, and sold SW:
has an operating deficit of \$29.91
this year "Any organizational program always runs into the rid
until the plant begins to bain
in returns — in this case until our
writers are on solid footing in teles
writers are on solid footing in teles
writers are on solid footing in teles
swords intensive TV organizational
drive which cost the grild about
\$80,000. Breen kulosed over secre\$80,000. Breen kulose

have realistic basis for its exis-tence develops." Lay said aside from fact-finding, which he felt could be done by the SWG office, the committee has been moribund during the past year, convening only once: He based his recommendation on the assertion that his group "cannot create employment or afteriate the problem of convening memployment in any important

Morgan Cox reported on the progers of his TV advisory group, aying enforcement of TV con-racts and video working rules are Dacts and video working rules are enternedly important problems. Donn Mullally, chaseman of the annual awards committee (TV), disclosed that his group is probing the matter of giving writing awards specifically for TV, and that it's mulling the idea of granting a certificate award for best belonky onch marker in dame. officers.

F. High Herbert was elected president, receiving 232 votes as against 96 for Ranald MacDongall Frank Nugent was elected tirst veepee with 249 votes, ontdistancing Karl Tunberg who got 98 David Dortort was elected 2nd veepee with 188 as against 98 for Barry Shipman; James Webb was named secretary, with 198 as against 141 for Leonard Spiselgass and Harold Greene was elected treasurer with 175 as compared to 149 votes for Frederic Fronk.

Valentine Davies, head of the Guild's negotiations with Republic, Columbia, and UI on a telepix pact Davies said the meeting was in the nature of a preliminary session and that TV negotiations were confined by agreement with the Producers Association to those studios who produced telepix via subside Attendance at the meeting was fair, 134 present.

Newly elected to the executive

Charles Hoffman, chairman of the motion picture credits commit-lee, reported there have been 57 chitrations this year, 37 referred from majors and 20 from ludies, while TV credit chairman Maurice Tombragel said there were only 13 arbitrations in vidpix, three of them from Screen Gens from Screen Gems

em from Screen Gems.
Total membership in the guild
1,163, with 758 active members
of 405 associate members, 36
we active and 35 new associate
embers being admitted this year,
if the new actives, 24 are from
deo, it was reported by pix
embership charmon David Dorot.

Donahue & Coe

Continued from page 5;

I disappeared and he had what disappearer and he had what described as an irresistible to write a piece of copy." A is headlined "The Big erze and the httle woman" plays up the many irritations

plays up the nonvirtations in at the office and home which sees. "The Big Squeeze." Solitoney, let's go'to the movies "opy says in part: "The movies you out of yourself, out of a house, away from the many, little the newsearch. tion to the r house, a little, the Blg Se pressing things that Blg Squeeze. You sit k. In the wide cool look—and you relax, different world. The as you once saw it, is re-All women are beautiful. re be... Things tur Onc men handsome Good trianiphs. Onc hegin to see the amir at right Good triumphs, Once, even you begin to see the amus-as side of life. You laugh: And juddenly you realize you've es-ped The Big Squeeze—just by joing around the corner to your eighborhood theatre—"

India

peoducing too many "aver-films. The country turns out 200 features annually. \$1,600,000 Production

Continued from page 5

Newsrich and TV cameramen were permitted aumission to a sep-ate investigation of a spy ring yes-terday clues; as Sen, Joseph Mc-carthy, on the eve of the probe, accorded to lift a ban on the lens-nen which he had imposed earlier. Seniate subcommittee, headed by men which he had impose carrier, Senate subsecommittee, headed by McCarthy, opened public hearings in the U. S. Courthouse, in New-York: City concerning alleged espionage at the Army's Communi-cations. Center at Fort Monmouth.

Original ruling by McCarthy per-

Original ruling by McCarthy per-batted only live TV coverage of the sessions. He demanded full coverage or none at all, conse-quently cameramen in effect were barred since they would be denied the privilege of editing. Protest was made to McCarthy by Chester Burger, president of the Badiof. Newsreel, Television Working Press Assn. He claimed discrimination on the grounds that equal access to the news was de-med some media, meaning the reel hiotographiers. Roy Cohn, general photographers. Roy Cohn, general counsel for the McCarthy Senate unit, told Burger late Monday that the ban had been removed,

Split on Tollcasts

Continued from page 4

this year. Skiatron expects to file for a commercial license for N. Y. before the end of 1953.

It's pointed out that James: Landis. Skiatron general counsel, also has close connections with George Skouras and Joseph Schenck.

Don't Be Too Literal

Don't Be Too Literal
Spokesmen for the various systems say the film biz's general
hands-off attitude is misleading, as
are some of the passlonate speeches
being made by exhibs against cooperation with subscription-TV. peng made by exhibs against co-operation with subscription-TV. Theatre operators, they say, are coming around quietly for informa-tion and indications of how they might fit into a subscription-TV scheme of things.

In the instance of both the Phonevision and the Subscriber-Vision tests, it's recalled that the distribs appeared to resist supplying pix even though most of them finally came through. Toll TV Exces maintain trust the e came through. Toll I maintain that this attitude feeted primarily for the benefit the exhibs who keep saying sub-cription video is their worst

memy. Fact that Par's open affilication with Telemeter apparently hasn't harmed its standing with exhibs, combined with the reasoning that this is rapidly becoming a sellers' market where exhibs aren't in a position to nix px for reasons that have nothing to do with their quality, has impressed other distribs. Privately, a lot of figuring is going on re the potential coin take from subscription TV if and when it

Smaze-Ing Junket

Continued from page 2 =

relish Denver's cold, snow and assorted ills. Coast group, however, number-ing some 60 newsmen from San

Coast group, however, numbering some 60 newsmen from San Framisco. Oakland, Los Angeles and San Diego, felt right at home on landing at Idlewild Friday night (20 after six hours and 48 minutes in the air. The DC-7 was hung upover the field for an extra 10 minutes trying to penetrate the blanket of smare that covered the city. The word was new to the coasters, but the situation wasn't. They resorted to the newsman's usual remedy for any ailment aided by prescriptions banded out by the American Airlines publicity depart-

hent, Last bound junketeers were feed Feddy right at a Waldorf-Astoria party (where all stayed); Saturday night at Toots Shor's and

NAME REFEREE FOR RKO STOCKHOLDER'S SUIT

N. Y. Supreme Court Justice S. Samuel Di Falco yesterday Tues.) appointed a referee, Abraham Gellinoff, to, investigate the merits of a stockholder's suit against RKO and Howard Hughes which is pending in Nevada. The jurist further instructed Gellinoff to speed his report so that determination can be made quickly on whether a N. Y. stockholder's complaint against RKO should be held in abeyance pending the outcome of the Nevada case.

Last week the Nevada matter

the Nevada case.

Last week the Nevada matter was seriously questioned as to its validity. Bernard Reich, Los Angeles attorney, asked a Federal Court in L. A. to appoint a master to investigate the entire situation. Reich charged collusion between plaintiffs in the suit. Ell and Marion Castleman, and the RKO defendants

fendants.

Judge Di Falco Instructed the N. Y. referee to find out pronto whether the Nevada action is a bona fide one, the manner in which it was brought and whether the defendants intend to press for judgment against RKO board members in addition to Hughes.

Gellinoff will begin receiving allegations and taking testimony from interested parties next Monday (30).

Honor J. J. Fitzgibbons

Toronto, Nov. 24.

J. Fitzgibbons, prexy of is Players (Canadian), will med "Film Ploneer of the when the Canadian Picture Proneers Ass'n, gives a testimo-nial banquet in the Royal York Hetcl here Nov. 25. He will be presented with a portrait plaque in bronze designed by Emmanuel Hahn, designer of Canada's Cor-caution stamps and coins.

mation stamps and coins.

Fitzgibbons, who came here from New England in 1929, was head of the Canadian Motion Picture War Services Committee; is chairman of the board of St. Michiel's Hospital, Torontor governor of Notre Dame College; chairman of the Canadian Council of Christians and Jews.

Critics

Continued from page 1;

How difficult our reviewers have become! They demand impercable workmanship, masterful literary quality, sovereign artistry. A play with a valid theme, respectable writing, and good acting is slighted on the ground that it is not a 'perfect play.' Which are the perfect on the ground that it is not a 'perfect plays'. Which are the perfect plays'. Which are the perfect plays'. The much-admired plays of O'Casey are far from perfect—and are almost never produced. The 'perfect' plays are usually plays by dead playwrights—also rarely produced and successful in our theatre only when 'name' actors appear in them, at which times they are discussed as vehicles grather than as plays.... rather than as plays
"The trouble is no

is not that reviewdisagree-this is natural, Ineviers disagree—this is natural, inevi-table, and not necessarily deplor-able; the trouble is that no one can be sure of what any of the re-viewers are talking about, except that they are pleased or displeased.

that they are pleased or displeased. Values are not made explicit, standards are not defined, prejudices and attitudes of mind are not clarified or defended."

Richard Watts Jr., on the other hand, writing in the N. Y. Post, objects to "that tired cliche about bored critics growing weary of the theatre and being unable to enjoy themselves any longer. The truth is, of course, that it is the veteran reviewers who are the eagerest and most sympathetic of playgoers. The most sympathetic of playgoers. The only really tough professional observers are the newcomers to the trade, with their early ideals in-

surprising critical sound-Most surprising critical solution of of last week, however, was in the pan review of "Kind Sir" in the New Yorker mag, when Woltent Gibbs—who usually is eventempered, disinterested or blass—lost his usual aplomb, "Kind Sir," Saturday night at Toots Snor's and Sanday night at the Stork, Betimes, the hosting firm had thoughtfully arranged a diverse schedule of activities including a boat trip around Manhattan? most of which were calmly ignored by a large segment of the group, possibly because there was no bar.

Most of the West Coast gang retained Monday 23 a despite live at prayers that the smaze live at prayers that the smaze vouch containe and delay the retained fight for a min.mum of 24 hongs.

Eastman Golor

Continued from page 4

that its main strength is volume. and that European producers don't use anywhere near as many prints as their U. S. counterparts

Growing schedule of Cinema-Scopers, all of them lensed in color, sees the major studios concentrating on their own labs. Cinema-Scope pix are all lensed in Eastman color with prints made on Eastman positive since Techni at present isn't able to use its imbi-bition method on films shot with the anamorphic lens. DeLuxe is taking over at least two Cinema-Scope releases from 20th-Fox to Scope releases from 20th-Fox to ease the ChemaScope print bot-tleneck. Metro has installed East-man machinery at its Coast lab and reportedly is seeking a volume out-put of 1,000,000 feet a week.

Warner Position

Warner Bros., committed to a heavy CinemaScope sked, likely will farm out some of that print work to its Ace Laboratories in Brooklyn which is now equipped to handle Eastman color. Techni, which has added facilities for proc-

Long-term agreement be-tween Technicolor and DeLace Laboratories, N. Y., under which the latter will process Techni dye transfer (imbibi-tion) release and answer prints at its eastern plant, was signed this week on the Coast, It's expected that it will take DeLace from nine months to a year before it can turn out its first Techni prints. Provisions of the deal in-

its first Techni prints.

Provisions of the deal include engineering and consulting services by Techni; quality supervision by Techni; quality payments by DeLuxe, and reciprocal arrangements with Technicolor, Ltd., London, DeLuxe presently is shifting into year with Eastman color and will process several of 20th-Fox's CinemaScope pix.

essing Eastman negative the standard way, is limited to a comparatively small number of prints for the time being. Its output currently stands around 40 prints a week, and it charges 6% c per foot. Other eastern labs, like Pathe, Consolidated and DuArt, all have equipped themselves to handle Eastman color and Pathe is understood to be negotiating with at least one major to do CinemaScope print work. It's not believed likely that Eastman will lower its rawstock price in the foreseeable future.

Interest abroad in Eastman color Interest abroad in Eastman color is very great, and quite a few of the-local labs are set up to handle it. Keki Modi, Indian exhib-distrib visiting N. Y., said last week that producers in his country are excited about the Eastman tint, Piche is handling, "Queen of Jhansi," was lensed in Techni which meant that a three-stip Techni camera had to be imported from London and rushes had to be rushed by air there and back. there and back

there and back.

Execs in N. Y. say that an added advantage of Eastman color is that it puts print production under a much closer studio control and eliminates the need for long-range commitments with Techni which has been working at capacity for many months and Is fully expected to continue that way. Techni has no difficulties applying its own process to a single-strip Eastman negative used in the lensing of a standard film.

Chas. Mayer

Continued from page 5

he to put SIMPP members in con-

he to put SIMPP members in contact with interested parties abroad, particularly local distributors," Arnall explained.

The original purpose of IMPEA was to survey foreign market conditions and then actually go into distribution itself. Looking towards that end, Arnall some months back had Charles Mayer, former MPEA topper in Japan, come to the Coast to make a survey of available indie product. Arnall said last week that Mayer hasn't been taken on by SIMPP in any permanent capacity. He originally was slated to nead the IMPEA out-

Film Listed From '94 Sneeze to '49

Washington. Nov. 24.

Library of Congress has issued two more volumes of its catalogue of motion pictures and copyrights of picture titles. One volume covers the period. 1894-1912. and sells at \$2. The other is for 1940-49, and is sold by the Library for \$10. In 1951. Library of Congress issued a catalogue volume covering the period 1912-1939. Thus, the catalogues cover the period 1894 through 1949 without a break.

a break.

Earliest film listed is "The Edison Kinetoscope Record of the Sneeze," more often referred to as "Fred Ott's Sneeze." The 1894-1912 volume was compiled by Howard L. Walls, former curator of the motion picture collection of the Academy of Motion Picture Arts and Sciences.

SEEK WALSH'S SANCTION FOR B-51 WALKOUT

With Richard F. Walsh, prexy of the International Alliance of Theatrical State Employees, ignoring three requests for strike action by the Film Exchange Employees, Local B-51, representing N.Y. backroom staffers, rank-andfile members of the union indicated this week that a walkout may be called without permission from the international topper.

Talks last week between the unsion and the film companies brought the disputants no nearer to a settlement and, as a result, Local B-51 dispatched a telegram to Wash renewing its request for strike action. Refusal of Walsh to honor this moves it was empha-sied, would bring about an independent strike.

Mono Quarterly Net Up

Hollywood, Nov. 24.

Monogram Pictures had a profit of \$224,990, before taxes, for the first quarter of the current fiscal year ending Sept. 26. Net after taxes was \$98,990, compared with \$68,897 for the corresponding quarter last year. ter last year.

er last year.

Stockholders have confirmed change of the company into Allied Artists Pictures Corporation and in the number of \$1 increase in the number of \$1 shares from 1,000,0000 to 1,500,000.

shares from 1.000,0000 to 1,500,000.
Re-elected to the board of directors were Steve Broidy, G. Ralph Branton, Arthur C. Bromberg, George D. Burrows, W. Ray Johnston, Harold J. Mirisch, Edward Morey, Herman Rifkin, Norton V. Ritchey and Howard Stubbins.

lowa Bank Nite

Continued from page 7

tlsing a lottery were filed against a Newton theatre operator.

Officials of Tri-States Theatre Corp. and Central States Theatre Corp. here, operators of many theatres in lowa, with bank night used in 106 of their theatres, re-fused comment on llocals is state-

Sheltered Since 1936

Since 1936 theatres in Iowa have since 1950 meatres in flowar has held bank night drawings under the shelter of the bank night ruling in State vs. Hundling. The supreme court ruling that threatens that shelter outlawed smorgasbord bingo operated by Wilson E. Mabrey, mayor of Carter Lake, Iowa. The court held Mahrey's brand of bingo mayor of Carter Lake, Iowa. The court held Mabrey's brand of bingo is illegal regardless of whether persons who do not pay for the smorgasbord dinners also are al-lowed to play.

The court added: "State vs. Mab rey gives warning we might not follow the Hundling (bank night) totion the Hundling (bank night) case and points out that the weight of authority (rulings in other states) holds such a bank night scheme as Hundling conducted is a lottery. After careful consideration we decline to follow (the Hundling ruling)."

Myron V. Blank, president of

Hundling ruling)."

Myron N. Blank, president of Central States Theater Corp., said: "I think all the court was saying was it did not recognize this case (Hundling bank night ruling) as a defense for Mabrey." He said that under the Hundling ruling bank night is just a "giveaway" and "if you call that a lottery so are the radio and television giveaway programs." A. H. Blank, president of Tri-States Theater Corp. said, we will ask for a hearing if the attorncy general orders a halt to bank night."

The two theatre chains operate

The two theatre chains operate bank night drawings in more than 100 situations in the state, including six in Des Moines.

Bill Zimmerman Resigns. Longtime RKO Legalist

William Zimmerman has announced his resignation from RKO Radio Pictures, Inc., to enter into the practice of law.

Zinmerman has been active in all phases of the industry. He participated in the drafting of the 1940 consent decree in the U. S. vsz Paramount and the national arbi-Paramount and the national arbitration system implementing this decree. He engaged in the negotiations in 1952 for an overall industry arbitration system. He was one of the industry spokesmen in the recent hearings conducted by the U. S. Senate Committee on Small Business. He has testified extensively on trade practices, including the successful defense of the downtown showcase theory in the Theatre Enterprises case which will shortly be heard on appeal by the U. S. Supreme Court.

Zimmerman joined RKO in 1934

the U. S. Supreme Court.

Zimmerman joined RKO in 1934 as a member of the RKO Theatres legal department and transferred later to the RKO Picture legal staff and concerned himself with production and distribution matters, In 1946 he was made a sales executive and later was appointed assistant to the general sales manager. He was for a period in 1952 general counsel, v.p., and a director of RKO Radio Pictures, Inc., and general counsel and v.p. of and general counsel and v.p. of RKO Pictures Corp.

Artpix

Continued from page 1

titles. In dubbing, the filmmakers often have to sacrifice accurate translation for lip synchronization. And too often, to the point of being ludicrous; English speaking voices and European idea of American idlom often mocks the role and destroys "sincerity."

While there's no especial shortage of art-type pictures reported leere, exhibs showcasing such product are complaining that there's

lere, exhibs showcasing such product are complaining that there's rothing really choice available for the holiday season, as there always had been in years past. Current crop seems to have just middlin' appeal, and the World Playhouse and H&E Balaban deluxers row are fishing about furiously for a strong Christmas season drawing card.

Sole plum currently on release that all the arties would like to sink their teeth into is the Alec Guinness starrer, "Captain's Paradise," a Lopert release now in its fourth sock week at the Lopert-operated Ziegfeld Theatre, Nearby World, which primarily has been using sub-titled foreign-language imports, has a few prespects to

inports, has a few prospects to follow dubbed "Young Caruso." currently on a so-so stand, but none of them are of the topmost calibre. World probably will bring in "Rome, 11 O'Clock" for the holidays.

calibre. World probably will bring in "Rome, 11 O'Clock" for the holidays.

Repeated Formulae
Playing mainly the British issue of comedies, mysteries and psychological intrigues, the H&E Balaban Surf and Esquire Theatres have nothing on slate as yet that promises big rewards. Problem, as it has been expressed, is that the Britons are overdoing the "Tight Little Island" type of comeuy and are flooding the import narket with a rash of mediocre mysteries and the lik, having found American audiences receptive to the British brand. Original reception, however, was for the better make of film which virtually was all England had been exporting here at the time. Steady inn of ordinary fare had dulled the drawing power of the overseas rake and has cheapened what were once considered sirong art astractions. In any case, the Surf, which of late has been floundering around with the run of the full, now is in dire need of a smasheroo—and doesn't have any in sight.

8 FROM RKO IN 4 MONTHS

RKO plans an extensive production program for next year, execuasclosed in New York last week. But no minimum or maximum has been set on the number of films to be turned out, he added, since the company is adopting a "flexible policy" to best see which way the wind blows insofar as new projection techniques and the needs of the market are con-cerned.

Expanding on the studio's "wait and see" position, Grainger pointed out that "every company in the business is trying to keep abreast of changing conditions." In line with this he revealed that RKO's own experimentations are "exploring possibilities of a widescreen process, are considering Cinema-Scope and are probing various other technical developments."

Meanwhile, Grainger empha-sized, the company has some eight pictures primed for the distribu-tion funnel in the next too munths. Slate is topped by the pictures primed for the distribu-tion funnel in the next four munths. Slate is topped by the film-maker's personal production, "The French Line." A Techni-color musical starring Jane Rus-sell and Mary McCarty, it's due for release shortly after Jan. 1 in either 3-D, widescreen or standard versions depending upon what the exhibitor prefers.

The Lineup

The Lineup
Other seven entries include "Carnival Story" (a King Bros. production, "She Had to Say Yes," with Victor Mature and Piper Laurie; "Son of Sinbad;" Walt Disney's live actioner, "Rob Roy;" "Secret Mission" (formerly tagged "Rangers of the North), "Target Earth" (a W. Lee Wilder production) and "Jet Pilot." Most of them are in color and two are in 3-D.

RKO's product future is further.

color and two are in 3-D.

RKO's product future is further strengthened, Grainger observed by the availability of some 15 stories. Moreover, he added, "Susan Slept Here" (with Dick Powell and Debble Reynolds) rolls within 10 days and "The Big Rainbow" will also be gunned shortly. Powell, who also heads an RKO production unit, is personally two others. "The Long

roweil, who also heads an RKO production unit, is personally prepping two others, "The Long Wire" and "The Conquerors." RKO appears set for its most intense reissue binge in years. The company is dusting off the oldies at a great pace in its drive to fill out a distribution sked which continues uncompanie. to fill out a distribution sked which continues uncommonly short of new product.

Execs of the outfit indicated that a total of 15 features, some dating back about 12 years, will be thrown into the re-release hopper. Others are being considered. These are in addition to the vintage pix which the compared to the contract of the contrac tage pix w re-handled which the company has d over the past few

RKO studio is continuing inac RKO studio is continuing mac-tive. First new pic to start roll-ing in a couple of months is "Su-san Slept Here," Dick Powell-Deb-bie Reynolds costarrer, which goes next Monday (30).

Lext Monday (30).

Company in the current month had only one film swinging into release. This was the British-made "Decameron Nights." October sked comprised two reissues; a documentary "Louislana Territory," and two new features, "Appointment in Honduras" and "Marry Me Again." On the slate in September were only two relissues.

Others Doing Same

RKO's future re-issue lineup ob RKO's future re-issue lineup ob-viously has been bolstered via de-cisions by Walt Disney and Sam-uel Goldwyn to give the re-run market a workout. Both Disney's "Pinocchio" and Goldwyn's "Best Years of Our Lives" are earmarked for selling early in 1954 through RKO.

Briefs From the Lots

Hollywood, Nov. 24. Virginia Mayo returning to Warners to co-star with George Sanders and Rex Harrison in "The Talisman" . . Pandro Berman's next production at Metro will be "Empress of the Dusk" . . . Dick

next production at Metro will be "Empress of the Dusk". Dick Stabile plays a bandleader in "White Christmas" at Paramount. U. S. Marine Corps okayed the screenplay of "Attack," to be produced by King Bros. Benny Rubin drew a straight role in "About Mrs. Leslie" Archer MacDonald signed as a student in "The Student Prince" at Metro Synimex, French company, signed Yvonne De Carlo to star in "For the Loves of Pharaoh," to be filmed in Egypt and Italy. Robert Arthur assigned to produce "Three Sons of Bantor," based on an Oriental fantasy by Thelma Robinson, at UI Charles McGraw signed for a key role in "The Bridges at Toko-Ri" at Paramount Robert Webb will direct "Hawk of the Desert for Panoramic: Martin Skiles scoring "Arrow in the Dust" for Allied Artists . William Lundigan and Martha Vickers will play top roles in "Kerry Drake," to be produced by Les Hafner at Republic . Wayne-Fellows signed Regis Toomey for a role in "The High and the Mighty". Stuart Holmes joined the "Living It Up" cast at Paramount.

Ira Gershwin replaced Hugh Martin as musical director on the

Holmes joined the "Living It Up" cast at Paramount.

Ira Gershwin replaced Hugh Martin as musical director on the Judy Garland starrer. "A Star Is Born" at Warners . . Universal-international's own talent show. "Inside UI, 1953," will be staged Dec. 10 on the studio's Phantom Stage theatre set with Estelle Herman producing and directing ... Ned Moss returned to his publicity chores at Warners after a three-month leave of absence . . . Lindsley Parsons registered the title "The Return of Jack Slade" as a sequel to "Jack Slade," to be produced at Allied Artists next Spring . . . Wally Ruth signed for the role as a saxophone player in "A Star Is Born."

"A Bride for Seven Brothers" is the new tag on Metro's "Seven Bridse for Seven Brothers"

Star Is Born."

"A Bride for Seven Brothers" is the new tag on Metro's "Seven Brides for Seven Brothers"

Dwight Brooks Productions signed Jim Wilson, African big game hunter, to star in "Above and Below," a documentary . Walter Mirisch will produce three Technicolor films, "The Annapolis Story," "The Black Prince" and "Wichita." for Allied Artists in 1954. All De Weese, post-production coordinator, resigned after 17 years with 20th-Fox . Arnold Laven will direct "The Killer Wore a Badge" for Columbia, followed by "Case File: FBI," for producers Jules Levy and Arthur Gardner Gene Iglesias drew a featured role in "The Wood Hawk" at Columbia . Lt. Comdr. Robert C. Cannon will be technical adviser for Wayne-Fellows' "The High and the Mighty."

RKO is back in active production his week with a tevent in Moreira description.

Wayne-Fellows: "The High and the Mighty."

RKO is back in active production this week with a troupe in Hawaii shooting exteriors for "The Big Rainbow," starring Jane Russell ... Hugo Haas signed Francesca de Scaffa as femme lead in "Tender Hearts." starting Dec. 7. Forest Taylor celebrates completion of years as an actor with a featured role in Wayne-Fellows "Ring of Fear." ... Panoramic Productions resumed filming activity with the start of "Princess of the Nile" with Debra Paget in the title role and Harmon Jones directing ... Kirk Douglas to make three pictures for 20th-Fox, starting with "The Egyptian." ... Richard Burton signed a seven-year deal with 20th-Fox calling for one picture a year.

Spencer Tracy was borrowed

encer Tracy was borrowed Metro by by 20th-Fox to star Spencer Spencer Tracy was borrowed from Metro by by 20th-Fox to star in "Broken Lance," to be produced by Sol C. Siegel . . Hecht-Lancaster's "Broncho Apache" went back into production on the Columbia Ranch after a month's delay because of an injury to Burt Lancaster . . . Jack Keily joined the cast of Columbia's "The Woodhawk."

Possibly significant aside to the heavy flow of reissues is the opinion of some observers that RKO sales policy now might well lead to the sale of a block of plx to television later. It's pointed out that the theatre market will be exhausted so far as many of the oldies are concerned after they make the repeat rounds.

Conclusion being drawn in some Conclusion being drawn in some that the pix, devoid of the pix further money potential in slandard exhibition, will have dollar value only via TV licensing.

'Annapurna' Diverted "Annapurna," the Mayer-Kings-lev release of Maurice Herzog's mey release of Maurice Herzog's mey call the many than the many release of Maurice Herzog's mey call the many than the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many release of Maurice Herzog's mey call the many the many the many release of Maurice Herzog's

300 Join Paramount Theatre-and-Screen TV Debut of 'Forever'

Hollywood, Nov. 24.

More than 300 film names and Hollywood press correspondents have been invited to the double Paramount's Female" in Palm Springs Nov. 28-29. Film will be unveiled at the Plaza Theatre and beamed for the first time on Telemeter to more than 75 homes in that sector for screening on TV.

Palm Canyon Drive, the town's main street, will be ablaze with searchlights and decorated with banners, like a Höllywood preem.

American Stars

Continued from page 2 :

players has already worked out to good advantage in the film relationship between Italy and France where coproduction now flourishes

Recent examples of pix made abroad with familiar faces are "Ulysses," with Kirk Douglas, with Kirk Douglas, which Paramount will handle, and "Attila," starring Anthony Quinn. The King brothers, Frank and Maurice, have completed "The Carnival Story" in Germany. It was lensed in German and English. Brothers have skedded "The Boy and the Bull" for Spanish shooting, It will be done in three languages simultaneously—English, Spanish and German. There will be a separate cast for each. In "The Golden Coach," Anna Magnani speaks English for the; first time. She also spoke her lines in Italian for her audiences back home. Also in Italy, Maria Montez and Jean-Pierre Aumont participated in the Italo, French and English-language versions of "Dual Before the Mast." "Attila," starring Anthony Quinn.

Feeling among the foreign pro-ducers is that, by using American stars and surrounding them with stars and surrounding them with native players who may speak broken English at least, they gain a number of advantages apart from having a bo name. The faces of local talent become better known to American audiences, and dubbing becomes considerably easier. Once a character speaks English before the camera, the dubbing in of a new soundtrack is a cinch compared to the job of fitting an entirely new language to a player's lip movements.

'Pompadour Gang,' With Long Hairdos, Most Troublesome of Detroit Vandals

Arthur Mayer Tops Group Running Rogers Hospital

Arthur Mayer, film importer who has been active in numerous industry projects, has been named chairman of an executive committee which had taken over administration of the Will Rogers Memtration of the Will Rogers Mem-orial Hospital, Saranae, N. Y. Mem-bers of the committee are Fred Schwartz, Sam Rosen. William German, Herman Robbins, Dick Walsh, Murray Weiss and Abe Schware, German, Herma German, Murray

Montague.

Group is taking over all duties which had been held by the late Charles (Chick) Lewis, who had been exec v.p. of the huspital.

Montague, president of the industry-supported institution, said that wis' policies will be carried out the Mayer committee.

Tony Mann

Continued from page 4 ;

other way because "you aren't owned by any studio. there to make the best possible picture, and you do your darndest to make that grade." He added that some of his worst pix had been made while he was under contract. "In this kind of job there is no such thing as 'security'," he asserted.

Glenn Miller pic sticks as close Glerin Miller pic sticks as close to the known facts about the bandleader's death as possible. It occurred in 1945, when Miller boarded a one-motor plane for an across-the-Channel hop to Paris. The weather was foggy and murky. No trace was ever found of the plane. Mann said he had no difficulties getting clearances from practically anyone connected with Miller.

Megger said he saw great bo appeal for the Stewart-Allyson combo since both are personalities in their own rights. He bemoaned the fact that the reduction in production skeds tends to cut the fact that the reduction in production skeds tends to cut down on experimentation with new faces since every studio wants to place nothing but safe bets.

Detroit, Nov. 24.
Hoodlums are causing some De-troit downtown and nabe exhibs more trouble than television. Dam-age runs into the thousands of dol-lars each year. While the problem is not a new one, exhibs feel they are barely holding their own against the vandals.

David M. Idzal, managing director of the 5,000-seat Fox, states that most of the trouble is caused by teen-agers traveling in gangs. Some carry umbrellas, canes or wear special hats which identify their gangs. One of the more troublesome, he says, is the "Pompadour Gang" which sports long hardos.

"Our problem is not out of control," Ideal said. "We try to screen them out, but it is a difficult job and they frequently get by us. Some sneak in through the exits and cause trouble. They are rough and tough. They descend on the theatre in packs usually on Sunand tough. They descend on the theatre in packs, usually on Sun-day afternoons. Their ages are from 10 up."

from 10 up."

Another exhib said seat repairs is a never ending job in his six houses. A crew is kept constantly busy repairing seats slashed by hoodlums. This theatreman stopped the sale of suckers hecause youngsters were throwing them through the screens. "The new large sters were throwing them through the sereeus. "The new large screens cost a lot of money and we can't afford to have them ruined." he said.

"Adult Films, Beware!

This exhib added his opinion that trouble usually starts when an "adult film" which children can't understand is being shown. "The

youngsters get flidgety and look around for something to do. Then watch out."

watch out."

A nabe exhib said "We have stopped showing films which advertise neighborhood business places because the kids start booting and get initially." He added: "We have

get unruly." He added: "We have tried running traiters asking the co-operation of youngsters, but it only seems to egg them on.. So, we stopped showing them."

Most exhibs agree that the problem would be alleviated if they could hire trained personnel. But, they said they couldp't meet the pay scales of other business and consequently the help is not of the highest caliber."

Spanish Market

Continued from page 7

ket is theoretically good for about \$4,000,000 in remittables but no money has come officially from Spain for many years. About \$1,250,000 are now blocked in Spain.

Spain.

A satisfactory compromise is reached on the price of the licenses. Those for black-and-white pix would cost 600,000 pesetas (\$12,000) while color permits would be 700,000 pesetas (\$14,000).

The old wires were 620,000 The old price was 638,000 pesetas (\$12,760) and the Americans refused to pick up Spanish permits rather than go along with the in-

rather than go along with the increase.

Madrid has dropped its demand for a \$500,000 substdy. Remittances under the new deal would be retroactive to August, 1952, which the Spanish consider the official start of the old one-year film pact. However, it's considered unlikely that much coin will be forthcoming from the Aug. '52 to Aug. '53 period.

Grainger

Continued from page 7

of economics. But today, when it's a "question of quality" it must be remembered that a bad picture never made money for the producer, distributor or exhibitor. The handwriting is on the wall, he implied, for yesterday's low-budget programmer.

handwriting is on the wall, he implied, for yesterday's low-budget programmer.

In New York only five days, Grainger originally had planned a longer stay to dicker for plays and novels. Prior to his departure he disclosed that negotiations for the two unidentified plays are continuing and he expects to return to N. Y. in a couple of weeks to resume discussions. It's believed that one of the two Broadway hits figuring in the negotiations is "Solid Gold Cadillae,"

Inside Stuff—Pictures

Smouldering feud between Adele Commandini and the Sereen Writers Guild executive board in Hollywood which broke out into the open with a series of charges and counter-charges recently, was further fanned when exec board member Adele Buffington disclosed that the board had voted to authorize its legal counsel to find ways of expanding a "gag rule" to prevent all committee members as well as board members from speaking to the press.

Miss Buffington, who said she refused to submit to "gag rule," declared it was "clearly established in the guild record that the No. I motivation behind the board's conduct is their hatred and anger toward the press for its fairness to guild members who are forced to resort to the press as their only means of informing the guild membership when they are personally attacked for taking a stand against matters injurious to the guild and to the industry itself."

Miss Commandini had accused exec secretary Frances Inglis of usurping judicial authority regarding Government employment, following which the board upheld Miss Inglis and charged Miss Comandini with "irresponsibility."

dini with "irresponsibility.

Universal-International is going ahead with its third annual Miss Universe Beauty Pageant, although the two previous pageants have not produced any outstanding stars. Event will be held next July 15-25, sponsored jointly by the City of Long Beach, the studio and Catalina Swim Suits

a Swim Suits.

ter of the contest will be handed a UI term contract.

States will also get a contract in case she is not selec

Metro plans to distribute to schools and colleges a recording of a 30-minute talk made by Greer Garson at her alma mater, London University, England Film production of "Julius Caesar," in which she appears, was the subject of Miss Garson's talk.

Actress discusses behind-the-scenes description of how production was filmed and is currently repeating her lecture at a series of appearances at other English universities.

Indianapolis News recently ran a news story with the headline "Theatre Owners Switch to Calvert." Then the newspaper went on to say that Roy Calvert, Decatur, had been elected president of the Allied Theatre Owners of Indiana, succeeding Truman Rembusch. Only hitch is that the new president's name is Roy Kalver.

For a while employees reporting for work at RKO thought Howard Hughes had sold the studio down the river. Over the main entrance was a big sign reading: "Television Center." It had been put there by Hal Wallis who had rented the space for a TV station sequence in "About Mrs. Leslie."

Film industry's Permanent Charities Committee has handed a check for \$495,815 to the Los Angeles Community Chest as the first instalment of the \$686,400 allocated to that group in the 1954 drive among film workers.

and distribution to 3D would have to that subject matter must be select that subject matter must. He also use 3D advantageously. He also use 3D advantageously. distribution was not interested in distribution was not interested in

distribution was not interested in 3D had added to exhibition and 10 "have any chance" of survivi

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TOA, LOOKING FORWAR MOTION PICTURE HERALD EMANDS MORE P

by MARTIN QUIGLEY, JR.

by MARTIN QUIGLEY, JR.

CHICAGO: Striking proof of the renewed vitality and enthusiasm

CHICAGO: Striking proof of the renewed vitality and enthusiasm

of the industry was given here this week.

of the industry was given here this week.

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TOA convention and the concurrent TESMA and TEDA

of the industry was given here this week.

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MOTION Property of the renewed vitality and enthusiasm

of the industry was given here this week.

MOTION PICTURE DAILY

Acute Situation

Product Pinch

Here; Snaper

Sees Threat

Says Part-Week Closing Might Be Advisable

By AL STEEN

The predicted product shorts is becop

Product Shortages to be were JOESOY TO National Allied hold a non-made discontinuous and made dis of New Jersey Allied held 2 one-of New Jersey Astor, New Jele-Hotel Astor, Dollinger, dele-tion Boston,

OVARIETY O

TOA Conclave, Alarmed By Pix Paucity -

Chicago, Nov. 3. — Entry of exhibitors into the film production field as a means of offsetting high rentals and picture shortages was urged on members of Theatre Owners of America today by Leonard H. Goldenson.

Making the keynote address to the TOA convention here, the state of the Broadcastin.

every

... and to keep on delivering its present high number of releases...a continuous flow of top product to fill the needs of all theatres, whatever their screen dimensions may be!



FILM BULLETIN U-I Ups 1 34 Set. 21

Universal To Ma

but one thing S certain...

U-I Production to Go Up In '54 With 34 Features

Universal Will Release Technicolor 50 Shorts for 1953-54

· 一 34, With 22 in Technicolor 8.500 Exchange Workers

terms its faith in the and the industry. I scheduled 34 featul color, for productibeginning Novembe. The slate, disclosured in the slate, disclosure

FILM BULLETIN **U-1 Hits Top Production**

a series of high-leve the studio, was des vice-president in cit the biggest to be und

UNIVERSAL INTERNATIONAL
e mid-October production parade,
pictures in work. This is the highest peak since early summer. ures are in Technicolor, and is "Black Lagoon

HOLLYWOOD: Thirty-four pictur

oms, Richar O VIETETY O UI SKEDS

ANNOUNCES MOTION PICTURE HERALD U-I 34 NEXT U.I TO RELEASE 50 SHORTS IN 1953-54 Technicolor Pictures
Included in Plans for
Year Beginning Nov

aped to meet the grow MOTION PICTURE DAILY

22 in Color

34 Set by 'U-I' In 1953-1954, **Muhl Reports**

Program Was Adopted at Top Level Coast Meet

HOLLYWOOD, On 20 Thatson more median metures, 22 of them in

THE INDEPENDENT FILM JOURNAL RESERVED

I Sets 34 Pix or '54 Filming

Program;

s Rackmil

in recent years, from the 1d scope of product. Uni-features, 22 of them in nicolor, for the fiscal year ing Nov. 1, according to ard Muhl, v. p. in charge eduction.

"Plate" 10 219 At Wall miering Nov 5 at Radio City Music Hall, will be shown in the 2-D version, it is learned. It is said Music Hall officials feet the picture is just as entertaining in 2-D.

Censorship Cas

High Court Agrees To Hear 'La Ronde

Clips From Film Row

NEW YORK

NEW YORK

International Motion Picture Studios has named Frank Beckwith as executive producer to have charge of all commercial vidpic production. He formerly was with WB and Howard Hughes Productions, During the last war, Beckwith was production chief for the film branch of OWI.

Trueman T. Rembusch, Allied States Association's director-from Indiana, appointed by Gov. George N. Craig of Indiana to serve as a member of the Indiana State Fair Board.

CHICAGO

CHICAGU

Hearing of RKO Winston case slated for Dec. 1 in Judge Michael Igoe's Chi Federal District Court. Danny Newman flacking on "Julius Caesar," due to open Selwyn Christmas Day.

Jack Mehlek named midwest director of the film center for Film A "How to Marry a Millionaire" set to open Oriental tomorrow (Thurs.).

"How to Marry a Millionaire" set to open Oriental tomorrow (Thurs.).

Dave Wallerstein, B&E veepee, named motion picture chairman for Bishop Shell's CYO fund-raising drive with Ben Katz, Universal publicist, assisting.

Howard Tasch, formerly of San Francisco, appointed new salesman for Universal in Chi.

Mrs. David B. Wallerstein, wife of B&K exec, enlisting support of film exhibs in program to keep impoverished children off the streets in blighted areas.

Tyrus Anderson, recently of RKO Grand, joined managerial staff of Clark Theatre.

SAN FRANCISCO

SAN FRANCISCO

The Ortheum undergoing renonation including a 77-foot curved
screen, for San Francisco preem of
"Cincrama" reserved-scat 4" in
opening Christmas Day. Sherrill
C. Corwin, L. A. and Fris-o North
Coast Theatre chief, said the house
has been leased to Cincrama.
Orpheum's capacity will be cut
from 2.538 to 1.547.
Sherrill Corwin, North Coast
Theatre head, has revealed that the
Esquire, Market Street North
Coast house, will go first-run starting Nov. 25 with the "Joe Lewis
Story" and "The Fake." House,
previously used as moveover and
first-run house, has been operating
ou grind policy recently. Esquire
will asain give Corwin two firstruns on Market St.
Graham Kishingbury, in recent
years district manager for North
Coast Theaters Corp., will open
the Graham Kishingbury public
Relations offices Dec. 1. Among
accounts it will handle are Cinerama, which opens at Orphelm
Dec. 25, and North Coast Theaters
Corp.

PHILADELPHIA

Metro set opening of "Julius Caesar" for Dec. 22 at first-run Aldine.

Caesar" for Dec. 22 at first-run Aldine.

After re-examining both processes, William Goldman finally settled on 3-D version of "kiss Me. Kate," to open at Randolph.

Mickey Shaughnessy, at Sciolla's Cafe, announced he has signed with Paramount for a role in "Conquest of Space," leaves for the Cost Dec. 6.

Jack Howard, who represents Jummy Wakely in this orea, made Capitol Records tienps to aid exhibs with AA's release of "Arrow in Dark," in which Wakely sings.

Universal booker Harold Colton named no-state salesman. James Coyne takes over the Harrisburg territory for U, succeeding Francis Charles, who has transferred to Boston.

MINNEAPOLIS

the ned over to "Bonds for Israel"

Russell Allen, theatre owner of benefit, concert with Gadys
Swarthout as star.

Breause of print problem, "How to Marry a Millionaire" second
Ca. in Scope pic, won't open at St.
Paul Paramount day-and-date with Radio City here Thanksgiving day.
It follows "The Robe" locally, but A. G. Edwards, who is in Gen.
Is the Americans. Repeated industry protests were met by the Russians with the explanation that these latter films were "war booty" picked up from the Germans.
Immossibility of supervising the handling of U. S. films in Russia is a strong argument vs. the sale of latter will still be ronning at an-Rose Memorial hospital for treat.

other St. Paul theatre through November and December.

November and December,
Continuing to present film revivals on weekend because no touring attractions are available, legit Lyceum brought back "Red Shoes" as its latest offering.
Exhibitors encouraged by last weekend's boxoffice sourt,
Indicative of fact that, regardless of TV, films still have astrong hold on Twin Cities' public, Minneapolis Star-Tribune and St. Paul Dispatch-Pioneer Press both are sending their film editors Bob Murphy and Bill Dieht, respectively, to the Coast this month to visit studios in quest of items and stories.

DALLAS

Texas COMPO will honor George F. Dembow, veepee and sales director for National Screen Service at a luncheon when he comes here to direct the NSS regional sales confab Nov, 30 to Dec 1.

comes here to direct the NSS regional sales confab Nov. 30 to Dec. 1.

Nearly 100 partners, managers and homeoffice personnel of Rowley United Theatres attended the annual meeting here at the Adolphus Hotel. Most of convention was devoted to discussion of TOA confab at Chicago.

About 4,000 books were collected at the Palace when a special kid's book matinee was held. Jimmie Allard, manager of house, said the books are to be sent overseas for Texans in the armed forces.

Panther Drive-In opened by the Phil Isley Theatre Circuit at Lufkin, Harold Johnson is manager of the 650-car ozoner.

ST. LOUIS

ST. LOUIS

Walter Reade, Jr., newly elected prez of TOA, slated to address members of the MPTOA of Eastern Missouri and Southern Illinois at annual meeting here Dec. 14-15.

Four St. Louis County ozoners, the Airway, Manchester, North Drive-In and the 66 Park-In shattered for season. Likewise the Clark Drive-In near Pittsfield, Ill. Caesar Berutt, Rolla, Mo., exhib, convalescing in a St. Louis hospital after major surgery.

George Barber purchased an ozoner near Camargo, Ill., from Thomas Falk and Jack Taylor, Mattoon, Ill. Barber also owns a drive-in near Tuscola, Ill., where he owns and operates the Strand.

John Karzin, vet St. Louis exhib, bedded in the Missouri Baptist hospital here.

Fanchon & Marco screened. "So Big" in a downtown hotel for members of the Missouri-State Teachers Assn., at its annual conclave here.

clave here.

PITTSBURGH

PITTSBURGH

Pre-opening of "Cinerama" at Warner Theatre the night of Dec. 8 turned over to Pittsburgh Press for its Old Newsboys annual fund, with the proceeds going to the Children's Hospital. Public preemtakes place the night of Dec. 9.

Chuck Reichblum, who now has a sports program with Beckley Smith, Jr., on Station WJAS, is the son of Leon Reichblum, the Charlerof theatre owner.

Stanley Warner circuit transferred Earl Young from Jefferson in Punxsutawney to the Ritz in Clarksburg, W. Va., where he supplants Robert Suits, brought to Pittsburgh as managing director for "Cinerama" at Warner.

Francis Guehl, Universal exchange manager, heads for Coast next week for company sales executive confab at the studio.

DENVER

City manager changes in Fox Inter-Mountain Theatres include promotion of Robt. Bothwell from Missonla, Mont., to Great Falls, where he succeeds John Denman, recently named manager of the Denver here. Missoula spot went to Conrad Sholhamer, recently with Simons Anus, Co., Wallace, Idaho, Robert Sweeten, recent ex-ecutive of Albuquerque Exhibitors, made city manager at Podgtello,

VARIETY ment. Roy Bozarth, assistant shipper at Par, promoted to the book-

per at Par, promoted to the congistion job.

Dick By, lately owner of an independent exchange, made a salesman at Paramount, succeeding Paul Allmeyer, who quit to go with Preferred Pictures.

Robert Evans left Preferred Pictures to become salesman at RKO, succeeding Harold Copeland, named sales manager of Chicago exchange.

LOS ANGELES

United Artists' contract with Chester Erskine for distribution of "Witness to Murder" requires release of the pic 90 days after completion of filming, or last week in March.

Six "Ramar of the Jungle" telefilms will be combined into two feature pix for release to theatres by United Artists next year. Series, starring Jon Hall, was made by Arrow Productions.

Cravenne

Continued from page 5

would be some sort of United Ar-tists for foreign pix, but he ad-mitted that this was a kind of "Utopia." Lip Syne Difficult

Lip Syne Difficult

At the same time, the French film exec said he was not at all certain whether dubbing was the final solution to the problem of French pix in the American market and whether it was not wiser to concentrate rather on the expansion of that special segment of the audience which is interested in French imports. In this connection, the French industry believes that a wider showing of French films in the arties outside of N, Y, would be helpful. A comparatively small number of French pix lend themselves to the lip sync treatment, he opined.

Cravenne, who recently returned from a Fareastern trip for his industry, said there was no conflict between Jacques Flaud, the chief French negotiator, and his minister on the bette dem year.

between Jacques Flaud, the chief French negotiator, and his minister on the basic demands in any new Franco-American film pact. The main difference is between the French Finance and Commerce ministries, with the latter plug-ging for an American subsidy and the former intent on skipping a subsidy in favor of a more re-strictive deal that would cut down an Hollywood imports and re-mittances. Flaud returned to Paris over the weekend and signing of a over the weekend and signing of a new film deal is expected shortly with the impression given that i may involve a \$250,000 subsidy.

State Dept.

Continued from page 5 ;

ment that getting pix behind the Iron Curtain helps the west.

The only Communist country with which the American distribs are now officially doing business—presumably with Washington's blessing—is anti-comintern Yugo-

Couldn't Decide

Couldn't Decide

As recently as 1949, when the "cold war" was already considerably hot, the film outfits were still interested in making a deal with Russia without fear of being accused of "trading with the enemy." Following Johnston's visit to Moscow, where he discussed the outlines of a \$1.000.000 film sale to Russia, MPEA submitted a total of 200 titles to the commissars who screened about 75 of the films but couldn't make up their minds on more than a couple. After a while, collin't make up their minds on more than a couple. After a while, MPEA realized that Moscow wasn't really interested in buying, and gave up. Within recent months, U.S.S.R. renewed interest, asking American

renewed interest, asking American companies to grant new licenses on a number of oldies that had already played Russia. Contact was made via Artkino, N. Y. office of Sovenport. The request was sidestepped pending exploration of the State Dept. view. However, Artkino says it did get renewals on five independently-owned pix. Yanks remember a couple of U. S. pictures which were edited by the Russians to suit their propaganda line. Also other films that showed up in Moscow theatres without ever having been licensed by the Americans. Repeated industry protests were met by the Russians with the explanation that these latter films were "war booty"

Picture Grosses

PHILADELPHIA

(Continued from page 8) wk). Okay \$8,000. Last we \$9,500.

Randolph (Goldman) (2.500; 74-\$1.30)—"Kiss Me Kate" (M-G). Sock \$25,000 or better. Last week, "Calamity Jane" (WB) (2d wk), \$13,000.

Stanley (SW) (2.900; 85-\$1.30)—
"Eternity" (Col) 19th wk). Okay
\$11,000 for final week. Last week,
\$12,300.

Stanton (SW) (1.473; 50-99)—
"Beiow Sahara" (RKO) and "Tarzan and She-Devil" (RKO). Mild
\$7,500. Last week, "Man from
Alamo" (U) and "Stand at Apache
River" (U), \$10,000.

River" (U), \$10,000.

Studio (Goldberg) (500; 85-\$1.25)

"Sea Around Us" (RKO) (2d wk).
Fast \$5,500. Last week, "Cruel
Sea" (U) (6th wk), \$3,000.

Trans-Lux (T-L) (500; 99-\$1.50)

"Moon Is Blue" (UA) (4th wk).
Fancy \$10,000. Last week, \$11,500.

Worlds' Lofty \$11,500, Denver; 'Jane' Big 14G Denver, Nov. 24.

Denver, Nov. 24.

Biz is good for the most part here this round. "War of Worlds" with sturdy takings at the Denham, looks standout. It holds. "Calamity Jane" also shapes lively at Orpheum. "Crazylegs" looms fairly good in two houses. "So Big" is good at Aladdin.

Estimates for This Week

Aladdin (Fox) (1.400; 50-85)—
"So Big" (WB), Good \$5,000, Holds,
Last week, "Cruel Sea" (U) (2d
wk), same.

Denham (Cockrill) (1,750; 50-85)
—"War of Worlds" (Par), Fancy
\$11,500. Stays over again, Last
week, "Redheads Seattle" (Par), \$8.700.

strong of the st

PORTLAND, ORE.

(Continued from page 8)
"Suspicion" (RKO) (reissue),
\$8,300.

Oriental (Evergreen) (2,000; \$1.25)—"Martin \$1.25)—"Martin Luther" (4th wk). Steady \$5,000, week, \$5.500.

Orpheum (Evergreen) (1.600; \$1.25-\$1.75)—"The Robe" (20th) (7th wk). Stout \$9,500, Last week, \$13.000.

Paramount (Port-Par) (3.400; 65-90)—"War of Worlds". (Par) and "Master Detective" (Indie). Nice \$10.500. Last week. "Calamity Jane" (WB) and "Affair Monte Carlo" (AA), \$9,000.

20th Century (Foster) (800; 65-90) — "Crazylegs" (Rep). Neat \$4.500. Last week, newsreel policy. United Artists (190; 90-\$1.25)—"Mogambo" (M-G) (3d wk), Okay \$6,000. Last week, \$11,900.

ST. LOUIS

(Continued from page 8)
"Marry Me Again" (RKO) (2d wk),
fancy \$13,000.

fancy \$13.000.

Fox (F&M) (5.000; 60-75)—"Calamity Jane" (WB and stageshow. Opened today (Tues.). Last week. "Appointment in Honduras" (RKO) and stageshow, mild \$12,000.

Loew's Loew's) (3.172; 50-75) — Mogamgo" (MG) (3 wk-11 days). Good \$8,000

Pageant (St. L. Amus.) (1,000; 90)—"Martin Luther" (Indie) (3d wk), Neat \$5,000, after \$7,000 last week.

week.

St. Louis | St. L. Amus. | (4,000; 60-75) — "The Robe" | (20th) | (5th wk). Hefty \$19,500 after \$20,000 fourth session.

Shady Oak | (St. L. Amus.) (800; 90) — "Decameron Nights" (RKO.) Fine \$4,500. Last week. "Mr. Potts To Moscow" (AA) (2d wk), \$3,000.

BOY LOST' DANDY 11G. INDPLS: 'VICE' BIG 10G

Indianapolis, Nov. 24

Indianapolis, Nov. 2
"The Robe" at Indiana is
office leader here for seven
straight week. It gives was
"How To Marry Millionaire"
morrow (Wed.). "Moon is Blut
in seventh week also at Esquand may go eighth, "Little"
Lost" at Circle and "Vice Squat Loew's are standout new con Estimates for This Week

Circle (Cockrill-Dolle) 2.800 go. 85)—"Little Boy Lost" Parl Dandy \$11,000. Last week. "Blowing Wild" (WB) and "Black Fury" (Indie), \$8,500.

Indiana (C-D) (3,200; 95-\$1,500— The Robe" (20th) (7th wk). Very good \$12,500 after \$16,000 seen

Keith's (C.D) (1,300; 60-86)— "Jennifer" (Indie) and "Hot News" (Indie). Thin \$4,000. Last week "Stranger Wore Gun" (Col), \$5,000.

"Stranger Wore Gun (Col., So.au) Loew's (Loew's) (2,427; 60-85)— "Vice Squad" (UA) and "Chin Venture" (Col). Big \$10,000. Last week, "All Brothers Valtant (M-G) and "No Escape" (UA)

ditto.
Lyric (C-D) (1,600; 50-76)— 'Haff
a Hero' (M-G) and "Trail of Arrow" (AA). Oke \$5,000. Last week,
"Royal African Rifles" (AA and
"Mexican Manhunt" (AA), \$4,500.

MINNEAPOLIS

(Continued from page 9)

time around but still profitable at \$5,000. Last week, \$6,000. Gopher (Berger) (1,025; 65-85)—"Mogambo" (M-G) (5th wk). Still staunch at \$4,500. Last week, \$5,500.

Stanten at \$4,300. Last week, \$5,500.

Lyric (Par) (1,000; 65-85)—

Vicki" (20th). Good selling job on this and looks nice with \$6,000. Last week, "War of Worlds" (Par) (2d wk), \$5,000.

Radio City (Par) (4,000; \$1.20-\$1.50)—"Robe" (7th wk). Finally finishing after chalking up by tar biggest gross ever garnered by any pic in Minneapolis, and this theater's longest run. Okay \$14.000. Last week, \$15,000.

RKO-Orpheum (RKO) 2,890; 65-85)—"East of Sumatra" (U. Net unanimously approved but still demonstrating moderate pull at \$7.000. Last week, "So Big" WB \$8,500.

10. Last 8,500. RKO-Pan (RKO) >1,600; 155-5)—"So Big" (WB) (m.o.). Very Tast week, "Calamys

RKO-Pan (RKO) 1600; 655

—So Big" (WB) (m.o.) Very good \$5.000. Last week. "Calamuy Jane" (WB) (3d wk), \$5.000. State (Par) (2,300; 65-85)

"All Brothers Valiant" M-G. Smash \$10,000. Last week, "Holo, World (Mann) (400; 55-\$1 20-\text{"Melba"} (UA). Crix acclaimed this but not delivering well at boxediec. Thin \$3,000. Last week. "He Actress" (M-G), \$3,500.

SAN FRANCISCO

SAN FRANCISCO
(Continued from page 9)
\$19,000. Last week. "Diamond
Queen" (WB) and "Big Leaguer"
(M-G), \$12,000.
8t. Francis (Par) (1,400; 75-\$1)—
"Sins of Jezebel" (Lip) and "Terror
Street" (Lip) 2d wk-3 days. Good
\$4,000. Last week. \$10,000.
United Artists (No. Coast) (1,207;
65-95)—"Sabre Jet" (UA). Opened
Saturday (21). Last week. "19
River St." (UA) and "Steel Lady"
(UA), good \$9,500.
Stagedoor (A-R) (370; \$1-\$1.50—
"Decameron Nights" (RKO) 2d
wk). Nice \$3,200. Last week.
\$3,300.

wk). Nice \$3,200. Last week. \$3.300. Clay. (Rosener) (400; \$1)—"Tanknar Tulip" (Indie) (9th wk). Okay \$2,900. Last week. \$3.600. Larkin (Rosener (400; 65.85) — "Magic Box" (Indie) (2d wk). Fine \$2.500. Last week. \$3.800. Bridge (Schwarz-Reade) (399. \$1.51.20)—"Cruel Sea" (U) (8th wk). Seventh week ended today Tus) held to good \$2.800 after \$2.500 for sixth.

Vogue (S. F. Theatres) (377. \$5.120)—"One Summer of Happiness" (Indie) (5th wk). Held at okay \$1.200. Last week, same

OMAHA

(Continued from page 8) der of Sun" (WB), Mildish So and Last week, "Take High Greater

Last week, "Take High Green" (M-G), \$8,800.
Orpheum (Tristates) 2,890 (5); \$1,25)—"The Robe" 120th 4th 4th 4th 3till handsome at \$13,000, or shall total \$101,000 for run. Last week,

\$20.000. State (Goldberg) 1850: 50-8 "Torch Song" (M-G). Neat St. Last week, "Nebraskan" (Col. "Angel Street" (Col., zoones, \$7,500 on in-person-stint of

CENTURY-FOX'S
FIRST 2
GREAT PICTURES IN
INEMASCOPE
ARE THE INDUSTRY'S
FIRST 2

BOXOFFICE LEADERS!

VARIETY

National Boxoffice Survey

'Robe' Champ 8th Straight Week, 'Millionaire' 2nd

"The Robe" (20th) again is first for the eighth week in a row, playing in some 25 keys covered by VARIETY. Although out for the first time to any extent this stanza, "How To Marry a Millionaire" (20th) is copping second money. This second CinemaScope pic is playing in seven houses this session.



Film Reviews

Continued for Chipped Wings

1.mailiar characters of Leo Gorcey and Huntz Hall opportunity to play cat their customary brand of non-sensical shennanigans.

Producer Ben Schwalb utilizes the usual device of having the boys numerationally enlisting in the service, in the belief they are paid in the guardhouse. This friend is a licatemant who is being used as a decroy by the F.B.I. to trapeneny agents. After some fast sitnations in which Hall, through a similarity in names, finds himself quartered with a contingent of femines in the WAF barracks, pair blinder their way into capturing the spices and breaking up the ring.

Gorcey and Hall contribute their

the spies and breaking up the ring.
Gorcey and Hall contribute their
usual fast-paced characterizations,
latter taking the lead over Gorcey,
under Edward Bernds' know-how,
direction. Renie Riano gets guffaws as a hardboiled WAF sergeant. Todd Karns handles himself
okay as the looey and June Vincent is a femme spy. Balance of
cast turn in competent performances.

R. Marion and Elwood collabed expertly in the ay, and Harry Neumann's reenplay photography tops standard techni-cal credits Whit.

Fighter Attack

Neatly fashioned World War II story with good chances in Allied Artists market.

MS.
Mething Hayden
J. Carrol Naish
J. Carrol Naish
Mething Hayden
J. Carrol Naish
Kenneth Tobey
Kenneth Tobey
Anthony Caruso
Frank Hekova
Paul Fierro
Maurice Jarra
Tony Danie
Barti Leonard
Harry Lauter
J. John Fontaine
David Rond
Louis Lettieri

"Fighter Attack" is one of Allied Artists' better efforts in the feature field and should do okay in this company's market. The World War II plot has been interestingly tailored in the writing, the playing is good and added action is supplied by well-integrated actual air combat clips.

Setting for the dramatics is Italy during the 1944 campaign, with an air arm based in Corsica trying to find a Nazi supply dump and knock it out so the Allies' offensive can be started. Squadron leader Sterning Hayden, although having completed his required missions, stays on and is shot down. He- parachutes to safety, is found by Joy Page, worker in the underground, and taken to the mountain headquarters of guerrilla leader J. Carroll Naish, With the aid of these patriots. Hayden locates the dump, blasts it with an air assist from his flying buddies and heads back to his Corsica base. At war's end, he returns to find Mrs Page waiting for him.

While the pace Is inclined to dawdle a bit in the preliminaries

returns to find MISS Fast for him.

While the pace is inclined to dawdle a bit in the preliminaries before Hayden is shot down, from there on it runs at a good clip, developing interest both through the excellent writing and the performances obtained unter Leslev Selander's direction. Hayden and Miss Page make a topnotch action-romantic combination. The femme is particularly appealing. Naish

New York Theatres

RADIO CITY MUSIC HALL -MEN'S "KISS ME KATE" starring KATHRYN GRAYSON . HOWARD KEEL

anhed in ANSCO COLOR - Print by TECHNICOLOR and SPECTACULAR STACE PRESENTATION

JANE POWELL-GORDON MAC KAE 3 SAILORS AND A GIRL GENE NELSON TECHNICOLOR PARAMOUNT

from page 6

furnishes a convincing study of the guerrilla leader and others assisting in the entertainment include Kenneth Tobey, Anthony Caruso, Maurice Jara and David Leonard, the latter a helpful priest.

Simon Wincelberg furnishes the well-written screen story and William Caliban Jr.'s production backs it up with values that make the most of the plot and budget. The Cinccolor tints dressing up the presentation are not always the best of hues, but are satisfactory. Harry Neumann's camera work helps the action. Other technical credits measure up and the Marlin Skiles includes a song, "Nina," which he wrote with Sol Meyer. Skiles includes a song. Nina which he wrote with Sol Meyer. Brog.

Hot News

Okay sports world gambling ring expose for general sup-porting bookings.

Allied Artisti release of lien Schwah production, Shriper of the Schwah production, Shriper of the Schwah and Borg, Scotty Beckett Mario Siletti, Carl Milletaire, James Flavin, Ilal Baylor Paul Bysar, Myron Healey, Directed by Marion, Elwood Filme B. Pierce, Previewed Nov. 16, 53, Running time, 41 Mins.

Mark Miller Stanley Clements
Kerry Barker Gloria Hence
Rizzo Ted deCorsia
Rizzo Ted deCorsia Doris Builon Veda Ann Borg
Bill Burton Scotty Beckett
Dominic Mario Siletti
Dutch Carl Milletaire
All Bragg James Flavin
Augie Hat Baylor
Doe Allen Paul Bryar
Jim O'Hara Myron Healey

Allied Artists market.

Hollywood, Nov. 4.

Allied Artists release of Wilham Callian Jr., produc trelease of Wilham Callian Dekvox, Paul Fierro, Maurice Jara, Tony Danie, Lievid Leonard, James Flavin, Danie, Lievid Leonard, James Flavin, Dariet, John Fortaine, David Bond, Larry Lauter, John Fortaine, David Bond, Larry Lauter, John Fortaine, David Bond, Larry Lauter, James Plavin, Larry Lauter, James Plavin, Larry Lauter, James Plavin, Larry Lauter, James Plavin, Larry Lauter, Lauter, James Lavin, Larry Lauter, Lauter, James Lavin, Larry Lauter, Lauter, James Lavin, Larry Lauter, L

that totes good action.

Under Edward Bernd's direction of the script by Charles H. Marion and Elmwood Ulman, acceptable performances are mustered by Clements, Gloria Henry, his fashion editor sweetie; deCorsia and his henchmen: Veda Ann Borg. James Flavin, Scotty Beckett and the others. The film's pacing is good and the production values developed under Ben Schwalb's helming are suitable to release intentions. Technical assists, such selensing and editing, are well done.

Undercover Agent

Mild British-made melodrama, okay for lowercase dates.

Now to the standard bearing the standard to th

W. H. Williams production is most-ly methodical. He underplays W. H. Williams production is mostly methodical. He underplays
some of the characters, but goes
to the opposite extreme with
others, such as Alexander Guage's
scenery-chewing masterminding of
the spy ring. Miss Court hasn't
much to do. Those seen in the
principal action, besides Walsh
and Guage, include Hermione Bad
eley, James Vivian, Archie Duncan, Frederick Schrecker, Hugh
Latimer, Bill Travers and John ean, Frederic Latimer, Bill Penrose, Travers and John

VARIETY

A, T. Dinsdale's camera work, the setting and other technical credits are standard for a budget feature.

Song of the Land (COLOR)

Full-length tinted documen-tary of a cosmic cycle. Inter-estingly handled, with special booking possibilities.

Hollywood, Nov. 23.
United Arists release of a Harrison-Roberta. Inc., presentation, produced and directed by Henry S. Kester: narration written by Joseph Henry Steele: spoken by Marvin Miller: photographed by Ed. Hirrison, Frances Roberts; processed by Color Corporation of America. Previewed Sov. 13. 33. Rumning time, 79 MMS.

An interesting documentary An interesting documentary of a cosmic cycle has been compiled by Henry S. Kester from many thousands of feet of film lensed by naturalists Ed N. Harrison and Frances Roberts. It is a subject suited to some special bookings and, also, will fit handily into regular release as a novelty feature on dual bills.

unar release as a noveity feature on dual bills.

Plot of the film shows the material universe in its violent upheavals of land, sea and sky, and the re-birth of nature and its creatures after periodic cycles of destruction. This is reputed to be the first public offering of films shot by Harrison and Roberts. Included are the only films of the nearly extinct California Condor. Foolage of earthquakes and live volcanoes make up the more exciting sequences in the clips. All are shown in color, and the tints supplied by the Color Corporation of America processing add to the beauty and the interest of the footage.

beauty and the interest of the footage.

Although a compiled feature, it has continuity, maintained by the somewhat naive narration written by Joseph Henry Steele and spoken by Marvin Miller. While the narration does get grade-schoolish at times, this makes the account of the cosmic cycle understandable to the young as well as to the more mature viewer. Film opens with a flaming volcano devastating the face of the earth and then moves on to show how nature restores life. By the time the 70 minutes of film have been run, the cycle is complete and another flame-spouting volcano is again pouring destructive molten lava over the land. The bird and the animal sounds accompanying the picturization of nature's flora and tauna are authentic, being recorded by Dr. William Fish of the Naval Training Station at China Lake, Calif.

Brog.

La Route Napoleon

La Route Napoleon (FRENCII)

Pathe Consortium release of Gibe Film production Stars Pierre Fremay, Directed by Jean Delannoy, Screenplay, Roland Laudenbach, Antoine Blonsin, Delannoy, Camera, L. Il. Burel: editor, James Cuenci, At Colisee, Paris, Oct. 20, '53, Runnal, 100 MiNS., Pierre Fresnay, Martella, 100 MiNS., Pierre Fresnay, Lacques Pierre, Pierra, Pierra

Les Trois Mousquetaires

Les Trois Mousquetaires
(The Three Musketeers)
AFRENCH; COLOR)
Paris, Nov. 17.
Pathe Consortium distribution of PACPathe Cinema-Titanus production. Star
Georges Marchal, Yvonne Sanson, Gino
Cervi, Bourvil. Directed by Andre Hunebelle. Screenplay, Michel Audiard from
nover by Alexandre Dumard from
nover by Alexandre Dumard Feste. At
Helder. Paris. Running time. 120 MINS.
D'Artagnan Georges Marchal
Portos Gino Cervi
Milady Yvonne Sanson
Constance Daniele Bourvil
Constance Daniele Francois
Richilieu Renaud-Mary

This is one of the many versions of the Alexandre Dumas adventure yarn, and is a faithful transcription of the wk. story. However, the adherence to the novel makes this a bit episodic, and the realm of spec and fast dueling and chase sequences are still not a top forte of French directors. This is skimpy in color and pacing, spending too much time in the skullduggery and pageantry at the court of Louis XIII. But this will shape as a neat entry here via the Bourvil name, but has limited value for U. S. situations since the Metro version only is a couple of years old.

D'Artagnan is followed from his

D'Artagnan is followed from his humble entrance on a brokendown horse to his becoming one of the King's Musketeers, through his loves and final saving of his Queen.

Gueen.

Gevacolor is uneven in exteriors but nicely hued in interiors. Director Andre Hunebelle has given this the required number of duels, love episodes and has added a slapstick touch in the character of Bourvil as the bucolic, hapless but sly valet to the noble four. Costuming and sets are lavish production assets. Georges Marchal is a dashing looking D'Artagnan with Gino Cervi making a ponderous Portos. Cast is adequate to demands and editing helps cover some weak spots.

Mosk.

Il Sacco di Roma

(The Sack of Rome)
(ITALIAN)

Ore Film release of a Laura Pilm preduction. Stars Pr. 10 and Pr. 17 duction. Stars Pr. 17 duction. Sanipoli, Luigi Tosi. Anna Maria Bugliari. Mario Ferrari Franco Fabrizi. Directed by Ferruccio Cerio. Screenplav. Alexandro Ferrar Clusespe Mankione from stors by Maric Guiter, Mario Bonotti. At Odeon, Genoa Running time, 101 MINS.

Francisci: camera. Tonino Delli Colli; editor. Mario Bonoti. At Odeon. Genoa. Running time. 101 MINS.

Historical costumer looks okay for general runs here, especially in secondary situations. Looks mild elsewhere, although it has its sight values and some exploitable footage for certain situations.

Pic frames the traditional rivalry between the Colonna and Orsini families of Rome, against the setting of the Spanish invasion of that city in 1527. The pattern is familiar, with a young leader of the Colonna family in love with the daughter of the Orsini. Love as usual wins out over family opposition, and wedding bells peal.

However, here the love story takes second place to history, and the invasion itself takes up much of the footage and is filled with scenes of rape, sacrilege and violence rarely seen nowadays on the sereen. It also contains a subblot involving Benvenuto Cellini's love for a lush model, played by an expression of the Colonna rebel, and Helene Remy appearing as the Orsini, and they make the best of their material.

Pic has been giving an elaborate physical mounting and was shot on location in and about Rome, using as far as possible the actual scenes of action appears confused as a result of jumpy continuity.

Hawk.

mentary, and detracts from the situation comedy theme. Jean Delannoy has not been able to get the pacing needed to get this off the ground. Lensing is firstrate as is editing which helps put over some of the visual gags. Pierre Fresnay overplays the publicity man without being able to give it the effusiveness the role needs. Exterior lensing in the south of France gives a nice production asset.

Mosk.

Not content to truet stands foreign criz and eliminated considerable tiresome four age which marred the previous films.

ters also seem to have heeded the advice of foreign crix and eliminated considerable tiresome footage which marred the previous Rims.

Not content to trust such an important undertaking to lesser staffers, Daiei prexy Masaichi Nagata has handled all production chores and done a masterful job.

"Jigokumen" is a tapestry-like pageant of medieval rebellion, love and hatred based on a famous novel by the late Kan Kikuchi. Its 12th Century background provides unlimited range for costune and set extravagances which keep on the screen filled with flashing color and swordplay. Warriors of the Minamoto clan rebel against the rulling Tiara leader, 'Kiyomori, while he is away from his castle. He puts down the rebellion successfully.

A loyal retainer of Kiyomori is Morito (Kazuo Hasegawa), who has saved a lovely Taira lady from the rebels. When Kiyomori asks what he wants as a reward, Morito requests that his lord act as a gobetween for his marriage with the Lady Zesa (Machiko Kyo). However, Kesa is married to another loyal retainer, which fact only fans Morito's passion. Unable to win Kesa over, after some torrid love scenes which may be sliced by U. S. censors, Morita threatens to kill both her and her husband if he cannot have her. Kesa takes the only course which can save both her husband's life and her virtue, and commits suicide in traditional samurai lady sylc.

Lars.

Heimlich, Still Und Leise

(Secretly, Quietly & Softly)
(GERMAN)

Berlin, Nov. 17.

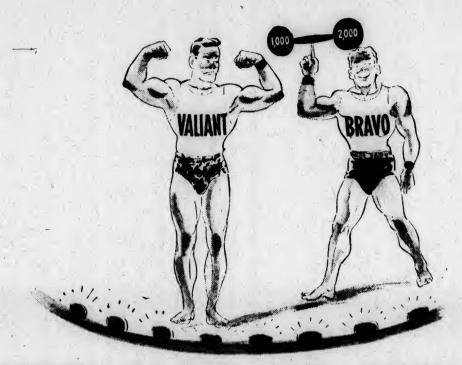
Herzog release of H.D. production.
Stars Greti Schorg. Hans Nielsen, Theo
Lingen, Walter Giller, Ellinor Jensen.
Werner Fuetlerer, Lina Carstens, Directed
by Hans Deppe, screenplay, Walter Forster
and Joachim Wedekind: camera, Ekkehary, Arthumusic, Paul Lincke, Michael
Jary, Arthumusic, Michael
Jary, Arthumus

hard Kyrath: music, Paul Lincke, Michael ary, At Filimbuchne Wien, Berlin, Ruaning time, 89 MiNS.

This German musical features all of the top songs of Paul Lincke, Berlin's most popular composer before the first world war. Due to his still existing popularity and the substantial star name voltage, this is a sure moneymaker here. As a German musical, pic stands little chance to compete internationally. One ballyhoo pitch, however, may be Lincke's catchy songs, ("Glow Worm" is included).

"Heimlich, Still und Leise" citile of one of Lincke's songs) has a simple but stretched-out story which concerns an operetta star and her lover. Her servant is secretly selling gossip about her to a scandal sheet, and this angle provides some of the semifunny situations.

Screenplay by Forster and Wedekind is not very imaginative, script actually being the weakest point about this film. The gags are rather lifeless. As is Hans Deppe's direction which did not do much to keep this moving in smooth style. Michael Jary tried to give the whole thing a lift by adding some, modern rhythms to the music which, however, did not always suit the atmosphere. There is a nice dance sequence in which Jockel Stalil and Liselotte Koester appear but unfortunately this is too short. Other dance sequences are on the duis of the proper role being the leading femme ro



THE STORY OF THE TWO MUSCLE ME

(A Movie Parable)

Once upon a time there was a Powerful guy named "VALIANT" His act was so exciting, The folks packed in to see him. You'd think no one Could equal him - but along Came another muscle-man! "BRAVO" had plenty of What it takes! All the Critics praised him and Predicted he'd go places too, Because he was Action With a Capital A!



Did they get mad and fight It out? Of course not!

Their Manager, a smart guy

Named Leo

The Lion

over there

Realized he had, not just ONE-

BUT TWO TERRIFIC

ATTRACTIONS! So-o-o, while Mighty "VALIANT" is a sensational

HIT right now, Manager Leo is

Grooming Big Boy "BRAVO" with the

Big Ballyhoo and you can tell the

Millions who crave ACTION that

Next month the Big Noise everywhere

Will be - you guessed it - "BRAVO"!



"Of course we're talking about those great M-G-M outdoor adventure color pictures -"ALL THE BROTHERS WERE VALIANT" (it's Technicolor-starring Robert Taylor, Stewart Granger, And Blyth) and "ESCAPE FROM FORT BRAVO" (it's Ansco Color starring William Holden, Eleanor Parker, John Forsythe)."



MORAL: YOU'LL ALWAYS GET ACTION FROM M-G-M!

Bolger Tinkering With 'Raymond' Vidpix to Fit 'Like Tailored Suit'

Hollywood, Nov. 24.

Ray Bolger isn't particularly satisfied with the present status of los "Where's Raymond?" vidpix series, and he plans a lot of alterations script-wise. Changes will continue until Bolger feels he has the "tright sait of clothes," as he puts it.

Bolger said, "we will eventually come up with something that fits like a tailored suit of clothes, but necanabile we're experimenting." This is his first season in vidpix.

This is his first season in vidpix.

The star doesn't like what he considers the loose labeling of his ABCTV show as "situation comedy," instead describes it as a minimportant thing is for us to let people know what kind of a character 1 portray—a character defiant of conventions, an offbeat guy rebelling against the rales of life.

"It will take a number of pie-

"It will take a number of pic-tures before we can correct the sit-uation, and have the solid founda-tion we need to last. But It took 'I Love Lucy' and the other top shows of today to establish them-selves also.

"Without the proper exhibition of characters you don't have a good play. How are you going to do it in TV unless you put your characters in logical surroundings, as we're trying to do? Meanwhile, we are experimenting until we ourselves are salisfied with our show.

We are not bound by any rules and regulations, and we have the latitude to do anythin we want. We know the character—Raymond —is right. But I know the material Isn't right, but that takes time. I feel it's better to be nice than funny. We want our show to be pleasant funny, clean funny, good funny."

funny."

Bolger, stressing be is striving for an intampible something he feels is lacking in the script, said he thinks it's unfair to judge a 'show on the opener alone, particularly when everybody Involved Is new at the telepix biz.

Producer Jerry Bresler said "Raymond" is stressing legit and pix techniques, combing them to give the series greater scope and imagination. "It's only by utilizing both techniques that you can get the most out of this medium, 'he comments. He said "Raymond" is be only show which pre-records its nusical routines.

Banking Houses Hot on Liberace

Gnild Films' "Liberace" show, currently in more than 135 markets, has been renewed in every market where its contracts have run out thus far, the firm revealed this week. Guild has received renewals on the show in 34 markets, and while in some cases, same sponsor or station hasn't picked up the tab a second time, it's been tapped by other stations or bankrollers in the same markets.

Topping the list of renewing sponsors are banks which account for nearly a third of the show's sponsors. Thus far eleven banks, in such key markets as Rochester, Dallas, El Paso, Louisville, Mobile, Miami, Dayton and Pittsburgh, Bowman Biscuit has picked up the show in eight of its markets where the cycle was completed, while Breast O'Clirken Tuna has year.

show in eight of its markets where the cycle was completed, while Breast O'Chicken Tuna has re-newed in four, Chicago, Baltimore, New Orleans and Houston. Ford Dealers in Milwaukee, Madison, Green Bay and Rockford, Muller Baking Co, has also renewed in two Michigan markets.

ANIMATED 'HOWDY'S' THEATRICAL RELEASE

In what's probably the first con-rsion of a television puppet show version of a television puppet show, to the trical film, United Productions of America has completed an adimated color cartoon based on the 'Howdy Doody' series on NBC-TV and will shortly put it into the atrical release. It's dickering with the Paris, N. Y. art house, for its Gotham presun.

Film, 'Howdy Doody and His Marie Hat,' will be made available for home laborates too.

Vivienne Segal Vidpix Situation Comedy Series

Vivienne Segal has a half-hour situation comedy series on the up-coming vidnix agenda, under Wilittuation roming vidpix agenda, under liam Morris agency auspices Leonard Holton has been the with production to

the writer, with production to ema-nate from the Hal Roach Jr. stu-

33-Market 275G 'Racket' Billings

With its "Racket Squad" ser

With its "Racket Squad" series on sale for only a month and an actual sales staff on the road for less than two weeks, ABC's Film Syndication Division has gotten off to a flying start by placing the series in 33 markets representing a gross billing of approximately \$275,000.

Meanwhile, Film Syndication veep George T. Shupert has withheld "The Playhouse" (Schlitz Playhouse in firstrum) from local sales pending negotiations on regional deals. Rerun series is in only two markets. New York and Fresco, because of prior commitments. In addition to negotiations on regional deals for "Playhouse." Shupert is still looking at film properties for possible ABC distribution or production underwriting, but thus far hasn't come up with any he finds satisfactory.

"Racket" sales include a fourmarket deal with Brillo, via J. Valter Thompson, for N.Y. Los Angeles, Chicago and Baltimore; a foreign two-market pickup by Canadian Admiral for Vancouver, B.C. and London, Ontario and another two-market deal by Kroger Brewing for Memphis and Hutchinson-Wichita. Other key marfets sold are Houston, Atlanta, Denver, Savannalı and Salt Lake City.

WOR-TV'S \$100,000 FEATURE PIX SPLURGE

WOR-TV, N. Y., last week made a bid for the feature film audience in Gotham with a \$100,000 splurge on 136 features for use during the

on 136 features for use during the coming year. Pix were purchased from Unity Television Corp., Standard Television, Inc., and Quality Films, Inc.

Films will be used on the station's regularly scheduled feature shows, "Sunday Film Theatre." "Tales of Mystery." "Tales of Adventure." and "Tales of Romance." Deals call for exclusive exposure in Gotham for a one-year period.

Liebler Exits WOR For TV Producers, Inc.

Georgia Liebler has resigned from the promotion department ct WOR-TV, N.Y. to join Televicf WOR-TV, N.Y. to join Television Producers, Inc.'s script and promotion department. She'll also handle liaison with the U.S. Marene Corps on the firm's new filmed dramatic scries being locationed at various Marine bases. Firm is headed up by Martin Jones, Henry Olmsted, and Gordon Knox. Latter is president of Princeton Film Center.



JIMMY NELSON

Can. Breweries Into U.S. Vidpix To Hurdle Tabu

American TV stations near the Canadian border, notably those in Detroit, Erie, Rochester, Syracuse and Buffalo, are finding a new source of vldfilm sponsors in Canadian breweries. While ostensibly the sudsmakers are aiming at American beer consumers where they have distribution, the real reason for their sponsorship deals is to hit the Canadian consumers with their sales messages.

Breweries aren't allowed sponsor TV shows in Ontario provsponsor TV shows in Ontario prov-ince, while In Quebec province they're allowed only as institu-tional sponsors, with no commer-cial pitches. Consequently, they're appearing as local sponsors of filmed drama shows on American cutlets which have Canadian cov-erage. Apparently it's working, since more and more of them are moving into the northern U. S. markets.

Gray Suggests Awards For TV Film Comm'ls As Creative Influence

Establishment of awards for television film commercials was urged last week by Arthur Gray Jr., president of Michael Meerberg, Productions, as a step toward raising the standards of film productions, Gray broached the idea at the monthly luncheon of the Nathonal Television Film Council in N. Y., where he discussed the electronic puppets his firm 1s using for video commercials.

video commercials.

Awards for different categories of commercial production, he said, would give film producers a "_coal toward which to strive." He suggested awards in categories of five action, earlier and administration and acting, cartoon animation and three-dimensional animation, with nore-dimensional animation, with awards for each time classification. NTFS, or any other non-partisan group he said, might originate and administer the awards. The organ-ization, however, did not indicate its reaction to the idea.

INS' 'Sound on Fax'

International News Service has perfected a method whereby audio transmission of tape recordings of news events will be transmitted with pictures over INS' tacsimile service. Technique was demonstrated in Washington at the Radio-Television News Directors Assn. convention several weeks ago, and now INS has announced it will be put into service shortly.

The "sound on fax" service will accompany INS pictures, giving stations speeches, interviews, on-the-spot descriptions of disasters and other news events. Both pictures and tapes can be fed into the INS fax network at any point and by radio from overseas. Pictures, of course, are received on the fax recorder, but audio can be received on the station's own tape recorders.

Seymour Berkson, INS' general manager, said he expects the new audio development to increase the number of stations the news outfit is currently serving. The 20 stations currently on the INS faxwire receive stills and sequences of stills on a special fax circuit for Tyers which transmits at a taster rate than newspaper circuits. Audio service, will be incurparated on a daily basis.

Landsberg's TV Query: How Can You **Build Station Personality on Vidpix?**

Murray, Bergen Complete Pilot on Telepix Series

Pilot film on the half-hour vidpix series planned for syndication un-der the Ken Murray-Edgar Bergen production banner has been com-pleted, although the two stars will

Program has a where-were-you-during-the-last-20-years type of format in recapping major news

'Jupiter's' 85-City

M&M Candies last week ordered an additional 31 markets for Kag-ren's "Johnny Jupiter" kidfilm se-ries, bringing Its sponsorship of the show to 85 markets in all. Or-der was placed via the Roy S. Dur-stine agency, which also extended M&M's contract from 26 to 39 weeks.

Meeks.

Program is being filmed exclusively for M&M by Kagran, which first exposed the show as a live sustainer on DuMont last spring. At that time, M&M set up the film deal with Kagran and spotted the show in the initial 54 markets on a 26-week basis. Agency reported that sales_in some situations had risen 30%, resulting in the expanded lineup. Kagran is now mulling syndicating the series outside the M&M markets, but no final decision has been reached. Also under consideration is syndication of the reruns of the first 39 films.

cation of the films.

Meanwhile, Kagran prexy Martin Stone announced that Dan Klugherz, formerly film production manager for CBS-TV, has folned manager for CBS-TV, has folined the packaging firm as associate pro-ducer on the "Jupiter" series. Prior to joining CBS, Klugherz was with the TV department of Young & Rubleam.

BATTLE OF THE PUPPETS

WNBT's 'Mr. Four' Comes To Grips With WCBS' 'Lookit'

Grips With WCBS' 'Lookit'

The perpetual NBC-CBS television battle has taken a new turn in New York—now they're fighting it out with animated filmed puppets, WCBS-TV, the web's Gotham flagship, and WNBT, NBC's counterpart, simultaneously launched campaigns last week employing puppet animations for station breaks and spots, WCBS-TV with its "Mr. Lookit" character and WNBT with its "Mr. Four."

Latter had been developed for WNBT by Animated Productions for limited experimental use on ID's to plug some of the local shows, At the same time, WCBS-TV unveiled its "Mr. Lookit," a product of its own premotion de-

snows. At the same time, WCBSTV unveiled its "Mr. Lookit," a
product of its own promotion department, heralding it with fullpage ads in the N. Y. dailies.
WNBT, considerably miffed at benig beaten to the punch, or at
least being tied for the honors, is
now planning a full campaign with
"Mr. Four." Station intends to
use it in all available spots and, intends to use a "live" puppet counterpart in guest shots on its local
shows. Campaign will be hacked
ip by ad spreads. Meanwhile, it's
understood WNBT has ordered
Animated Productions to go ahead
on production of more of the spots
to plug all WNBT shows.

Armondo TV Pix Outfit

George Armondo a V Fix Outnit
George Armondo Agency was organized last week as a TV film production outfit. Firm will turn out
commercials, dramatic shows and
variety segments. Firm is headed
by George Armondo as prez. Florence Harrison as secretary-treasurer and Ken Cook as v.p..
Armondo is a legit actor and has
appeared, in films.

It's a big mistake on the par of indle telestations to stress vid of indie telestations to stress viderix in their programming, an error investment-wise and from a puriely commercial viewpoint. At least, that's the opinion of Klaus Landsberg, KTLA's general manager, who amplifies, "the great advantage of a local indie is to reflect the local tastes of the audience in its service area, and to specially tailor its programming for the local audience." This advantage is through a commercial transfer of the service area.

"This advantage is thrown away "This advantage is thrown away by those stations which feature the re-runs of network programs, thus not utilizing their air time to build personality for the station in its market," avers Landsberg

M&M Candies last week ordered n additional 31 markets for Kagan's "Johnny Jupiter" kidfilm see, so bringing its sponsorship of he show to 85 markets in all. Orer was placed via the Roy S. Durer was placed via the seeks.

Program is being filmed exclusively for M&M by Kagran, which seeks.

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TV Film Council To Vote on Slate

Membership of the National Television Film Council, comprising some 100-odd film producers, stations, ad agencies and film distributors, last week approved a bylaw change expanding the number of officers of the Council from four to 10 and establishing a nominating committee to replace the old method of nominating officers from the od of nominating officers from the

Council membership will vote on the new slate of officers subse-quently named by the Council's new seven-man nominating commit-tee at a meeting on Dec. 16 or 23. Slate has gone out in a bulletin to the membership, which has 15 days to bring up an opposition slate if any. Nominating committee com-prised three board members and four from the general membership. Nominees for office on the Coun-cil follow:

cil follow: President, Melvin L. Gold of Na-

tional Screen Service; exec v.p., John Schneider of the Biow agency; distribution v.p., Archie Mayer of Unity Films (retlring prexy of the Unity Films (retlring prexy of the Council); production v.p., Bert Hecht of Bill Strum Studios; station v.p., Rod Rodner, program director of WABC-TV, N. Y.; agency v.p., Jim Ellis Jr. of the Kudner agency; membership v.p., John Berger Jr. of Radio and Film Daily; executive secretary, Sally Perle of Harry Lawrence Associates (retiring v.p.); general secretary, Sidney Mayers of Unity; treasurer, Sam Spring of the law firm of Spring & Eastman.

Eastman.

Nominated to the board of directors were Waldo Mayer. Dr. Alfred N. Goldsmith, Lou. Feldman, Andrew Jaeger, Bill Reddick, Lester Schoenfeld, Henry Brown, Alvin Stahl, Norman Barnett, Burton Zucker and Herbert Gelbspan.

'Cowboy G-Men' in Can

Braun's Script Chores
Gil Braun has been assigned to write and direct the 39 five-minte whodunits. "Capsule Mysteries," being turned out by Charles M.chelson.

Series is currently before the cameras and being readied for Loc. 13 release.

Cowpoy G-Men' in Can
Hollywood, Nov. 24.
First three films in the new series of 13 "Cowboy G-Men" have been completed, and producer next three today (Tues.) in San Fernando Valley. Films are being shot in color.

All 13 in the new cycle will be completed by the first of the year, United Artists Television distributes the pix.

REGIONAL BUYERS HOT ON VIDPIX

WOR-TV-NBC Film 'Affiliate'

WOR-TV's acquisition of the NBC Film Division-incepted "Inner WOR-TV's acquisition of the NBC Film Division-incepted "liner Sanctum vidpix series, with the Mutual flagship in New York wrapping up an exclusivity on the newly-made first-runs even before the NBC Gotham flagship could resolve a slotting for the show, accents anew the peculiar patterns shaping up cross-country where rival stations are slugging at NBC affiliate ratings with NBC prod-

In the case of WOR-TV, the station now has a \$430,000 programing stake in re-runs of NBC Film Division shows, giving the Jim Ganes operation a closer program identity on telefilms with the NBC autonomous division than WNBT itself.

Just as WOR-TV built up a major block-program formula of pix product Wednesday nights via use of NBC Film Division product motably "Gangbusters," including first runs), "Badge 714" (re-runs of "Dragnet"); "Dangerous Assignment," et al., Galnes is now shooting for a similar Friday night roster, including "Sanctum" first runs), re-runs on the NBC-Jerry Fairbanks series and the Captured" vidpix (re-runs of "Gangbusters").

At last week's Chi meeting of the NBC affiliates, the question was raised, when NBC Film Division chieftain Robert W. Sarnoff defailed the necessity for selling residuals to non-NBC stations, whether the affiliates should countenance such action "in view of the fact that we're married to one another."

WOR, for one, spends more money with the NBC setup than any other outfit and is perhaps the No. 1 station in the country in terms of NBC Film Division billings.

NBC Film Division's 'How Autonomous Can You Get?' Gets a Chi Playback

Unhappiness among the NBC-Inhappiness among the NBC-TV affiliates over some facets of the "first come, first served" sales stance of the web's Film Division provided one of the few discord-ant notes at last week's gathering of the NBC station clan.

of the NBC station clan.
With the celluloid re-runs knocking off surprising ratings the second time around, the Film Division's autonomous practice of offering the properties to all comers regardless of affiliations status has resulted in some bruised feelings among the NBC-TV outlets in parkets where the competition has grabbed off the repeat packages.

There seemed a general agree-

grabbed off the repeat packages.

There seemed a general agreement on the part of the affiliates, after hearing Robert Sarnoff, Film Dwision chieftain, present his case, that the syndication adjunct must necessarily have a free hand to peddle its wares across-the-board. As Sarnoff pointed out, only through the replay route can the web recoup its initial investment on many of the top rung videx. Also, the residual-happy talent involved insist contractually on the strongest possible rerun sales push. These factors preclude any restrictions of the repeat market such as unlimited sales priority or 30-day options for the NBC-TV affiliates.

y or 30-day options for the NBC-Waffiliates.

However, still to be resolved is the affiliates complaint that non-BC stations are hitching an easy do on the network's prestige and identity at the expense of the franciscol outlets when they air results of film shows that establishments.

(Continued on page 49)

60% Pix Format Tilts WATV Biz

WATV, N.J. indie anticipating a WATY, N.J. indie anticipating a streer N.Y. following via its ancient switch from West Orange, P. to the Empire State, Bidg., ckied off first of a series of new drun telefilms last week on its breatiew. Theatre, T. to 8 p.m. Telefilms, purchased from Rediction and Vldapix, include such unce as Michael O'Shea, Alan dd. Robert Cummings and Denson O'Keefe.

dd. Robert Cummings and Den-O'Keefe.
Station. selling the 60 minutes a \$1.500 package, anticipates a fe card change to conform to its eater viewer potential. Execs are any of immediate increase, how-er, and hope to lure more local unisors into fold before boosting

According to WATV program chiefs, telefilms will take up 60% of station's format. This includes 25 John Mack Brown series and 500 cartoon pix. Projecting its net income billings to the end of 1953, 8 ation hopes for a 25 to 30% increase in earnings over last year.

Cuffo Inserts

Chicago, Nov. 24. An average of 60,000 telephone dialers daily and as many as 200,000 when the weather is turbulent are reminded to watch "Victory at Sea" Sunday nights on WNBQ. thanks to a clever promotion device worked out by Illinois Bell which sponsors the cur-rent reruns of the NBC film documentary.

The "Victory" plugs have

been inserted in the phone company's recorded weather service on Thursdays, Fridays, Saturdays and Sundays and will run during the balance of the show's cycle. The blurb's like similar public services pitches for the Red Cross and the Community Fund, have attracted the ears of advertisers who have asked to buy "time" on the weather reports. But Illinois Bell has no intention of converting the service into an ad medium, a spokesman pointed out emphatically.

SPONSORS WOOED

Past few weeks have seen a marked upbeat of regional sales of syndicated teletilm shows, and there are many more such deals in the talking stage at present, with an eye toward January starts. Upbeat is attributable to a number of reasons, but it reflects the desire of moderate Indicated sponsors or those with limited product distribution to get into the television act. They've been doing so on a regional network basis, a latter regional sponsorship deals on DiMont's pro-football sked, but with the energence of a number of key filmed shows as permanent properties, the field of TV film is becoming more and more attractive to them.

While syndicators are happy marked upbeat of regional sales

becoming more and more attractive to them.

White syndicators are happy enough about the attention they're getting from the regional buyers, they've also found themselves with something of a headache on their hands. Problem is whether to sit out negotiations on a regional, sometimes taking months, in the face of possible sales and loss of income from local buyers in the key markets. If a vidpix distributor with a new property goes immediately into syndication with it and sells key markets, he jeopardizes any regional buys that may be in the works. At the same time, if he holds back on sales of key markets so as not to four his regional sale, he's tosing income over a period of months; he may be incurring the eminity of stations carrying his other product which also want this particular show; he may do likewise with local sponsors in a similar relationship; and finally, if the regional doesn't go through, he has to start all over with local sales in the face of the obstacles he's created.

All of which adds up to a Class A headache. What some of the

with local sales in the face of the obstacles he's created.

All of which adds up to a Class A headache. What some of the distribs are currently doing is withholding their new product from local sale for a limited time, pending negotiations on the bigger regionals. If the regionals go through, then they sell the smaller markets not included in the deal. If it doesn't, they go ahead with sales to all markets. But those outfits who have declared they'll work on a first-come-first-serve basis are even having trouble ou that score. One distrib, for example, sold a show in Chicago on his first-come-first-serve credo. A day later, a Chi agency came up with a six-(Continued on page 42)

It's Not All Peaches & Cream On H'wood Vidpix Front; Slim Market For Scripters; 22 Units Inactive

Two-Faced 'Mirror'

Two-Faced 'Mirror'
Joan Crawford will be
starred on "Revlon Mirror
Theatre" Dec. 12 on CBS TV.
Play will be "Because I Love
Him." That's the script in
which she made her videbut—
and on "Mirror"—this scason.
With show's cancellation notice posted and many a viewer
not having caught Miss Crawford the first time around, it's
a case of a vidpix rerun within
a single cycle.

Agencies Alerted To New Designs **On Tint Packages**

periments due for large scale ventures once the FCC okay comes through, most of the ad agencies are still keeping their tinted commercial hopes under wraps. Their wait and see attitude is particularly noticeable in color telefilms, with execs worried over a color setup which may set new trends in industrial design.

Although agencies, still in the dark on color video, are asking majob webs for info on new production costs, color patterns, and future trends, it's becoming increasingly evident the nedia may produce new packaging ideas, with the accent on color, ink firms, familiar with color as related to boxes and wrappers, are, quizzing network exces on new color developments. One agency, Sullivan Stanffer, Colwell & Bayles, took the wraps off color telefilms Monday (23) with a costly experimental one minute spot for Pall Mall, complete with all the hoopla and fanfare of a major Hollywood production.

With the advice of Film Counsel-

With the advice of Film Counsellors, agency chose Peter Elgar Productions to shoot a tinted and monochrome film, using 3,000 feet (Continued on page 49)

Hollywood, Nov. 24.
There's been a wholesale change in the cutite vidptx scent in Hollywood the past year, with 22 companies in series now "imaginate and two folding. Remarkably towarding as to the activity of the various, companies here is the market list just sent Screen Writers Grild members by its Television Writers Group.

Only 11 companies actually want setrots, six have staffers, tour have all the scripts they need; 13 have work on assignment basis only; and seven tirus are not buying to various reasons.

Frans, which have suspended operations, completely are Key Productions, which made the Red Skelton valprix, and Donleyy Development Co, which stopped furning out the "Dangerous Assignment" series, starring Brian Pondeyy.

On the inactive list are William

significal series, starring Brian Pondey.

On the inactive list are William Boyd Productions, 'Hopalong Cassive', Fronk Capra's upcoming series for A'RAT; Jack Chertok's Date Canagie series; Bing Crosby Enterpia es, Crown Theatre, Dong-Loi Corp. 'Terry and the Pisales', Jerry Fathanks, 'Front Page Detective,' 'Public Prosentials', Jerry Fathanks, 'Front Page Detective,' 'Public Prosentials', Jerry Fathanks, 'Big Town' Interstate Television, Ethel B: riv more - Theatre; Official Fibis, 'My Heto', 'Lindsby Palsons,' Roland Reed Productions, 'Trouble With Father,' 'Reulah' and 'Mystery Theatre', Showcase Production, 'Racket Squad', 'Table and China Smith Productions, 'Altans of Chua Smithh', Tecvee Co. 'Little Theatre', 'Adrian Weiss, Productions, 'Crang Kenfedy, Chumologist,' and Ziv TV, 'Roston Blackie' and 'The Enexpected' Stauley Murphy Troductions, 'Davic Dugan,' and Gene Antox series.

Antity series.

Firms giving work on an assignment basis only are Alpha Productions, "Reader's Digest Snow"; Chertok, "Lone Ramger," "Texas, Ramger," "Private Secretary," and "Cavaleade"; Jack Derove Productions, "Cavaleade"; Gros. Krasne, "O. Henry", Halkoach, "Life of Riley"; Video Pictures, the Hank McCune show, Cantonied on unge 49)

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48th Anniversary Number



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Set Telepix Series For Martha Raye

Martha Itave's crystal ball shows her in a video future apart from her every fourth-week fronting of All Stac Revue." William Morris Agency is set to pitch the comedience via a pilot—for a telepix series as a weekly exposure that yould give her more habit forming entrenchment than she can effect on the skip rotation with "Show of Shows." As a vidpixite, she's had the benefit of a running property plus the regulgal rights that could give her those longterm equities, a cu-hion against the time when she uight want to relax on her cutip exertisions. And spreading the income tax over a period of years is not the least of the considerations.

That Rocky Graziano would go

That Rocky Graziano would go along with the deal seems certain in view of the expug's encomiums for his 'doped' foil-de-rol work with Miss Raye, resulting in his becoming permanently established on her stanzas. Although it's an accredited team in all but the official name, program channels are not discounting Graziano's potency in a show of his own. How the former middleweight chainb would do without Miss Raye and her imaster-minding staff (Nat Hiken, Billy, Friedberg, et al.) is something else

He now in the vidpix field and the "amateur, the incompetent and the unemployable" have been elimlasted from the TV-film producing field, Ralph Cohn, v.p.-general manager of Screen Gems, declared this week. Addressing the annual castern conference of the American Assn. of Advertising Agencies, Colm said that TV-film production can now be a two-way partnership between agency and producer,

Discussing the question the ther the east or west coa whether the east or west coast is preferable for film production. Colm *tackled the arguments of Marion Parsonnet, head of the Parsonnet Studios in Long Island Cily, Colm said that Hollywood's knowhow, especially with color coming, would prove of more value to the agencies. He said the Coast's professional filmmakers have entered the TV picture now that advertising budgets have been readjusted for television quality rather than television novelty. People like Hal Roach, Frank Wisbar, Jack Chertok, Columbia Pictures (Serece Gems' parent company) now form Gerns' parent company) now form a hard core of professional produc-ers, and that more pro filmmakers like Edward Small. Lou Edelman and Frank Capra are entering the field to lend their showmanship and production knowliow.

Parsonnet pointed out that costs Parsonnet pointed out that costs are lower in the cast and in New York. Labor, which comprises 60% of the cost of making a film, is 25-50% less in N. Y. than in Hollywood, thus lowering total production costs some 15-25%. This doesn't necessarily hold for location shooting. Parsonnet added, lat it does for interior stage shooting. Furthermore, the writes and the actors are better in N. Y., he said, Gothom has a host of experienced young thesps, he said, while Hollywood's young severen-trained actors don't know how to meet emergencies that the rapid TV-film shooting schedules bring.

Gotham shooting is also simpler for the average agency, he added, since they've got direct contact and catrol over all stages of produc-tion. As for color, Parsonmet said, lie question of Hollywood's color experts is academic, since the fu-ture of TV color will lie in elec-tronic tape. While Bing Crosby Enterprises is working on color tape on the Coast, RCA is much farther advanced here in the cast, and eventually, the tape center will be in N. Y. astrol over all stages of produc-

NBC to Build at Least One Studio for Color Plugs; Ask Agcy. Aid

NBC is planning to build at cast one studio to be used solely or color commercials. Dick Day. for color commercials, Dick Day, MRC's color consultant, revealed this week. Studio is in the pre-l'aming stage right now, he told agency reps at the animal castern Conference of the American Asson of Advertising Agencies, but the network is committed to the idea and will call upon the agencies to participate with ideas and suggestions in the actual planning of the studio.

Day, who is taking a short leave from the net in January to act as act director of the apcoming Toddart director of the apcoming Todds 50 Rodgers & Hammerstein pro-buction of "Oklahoma" said that t hadn't been decided yet whether ag or two studios will be built lowever, the studios and all their ruipment will be used exclusives tor commercials.

four-camera mobile unit will have even developed to cover such events as the March Gras in New Orleans or the blooming of the cherry blossoms in Washington. He said that in this "first year," of color experimentation on the air, every NBC show would get the tint treatment, even if the show would popear to be better fitted for lack and white. If the latter's the case, he added, then the tests would prove the fact.

TALLU'S 'HEDDA GABLER' FOR U.S. STEEL TV'ER

Tallulah Bankhead will undertake her first full-hour dramatic TV role Jan, 5, when she stars in Henrik Ibsen's "Hedda Gabler" on the U.S. Steel show on ABC-TV. Miss Bankhead Itasn't officially signed for the stint yet, but the publicly announced that she was doing the stint during her appearance Friday night (20) on Ed. Murrow's CBS-TV "Person to Person" show. Theatre Guild repseaid no contract had been signed and that she was considering it, but in view of her announcement, they assumed she would go ahead with the project.

Other members of the cast baven't been set yet, but the script has been turned out by Erik Barn-ouw, who did many of the "Thea-tre Guild on the Air" radio scripts for Steel. Adaptation will be based on the Noel Langley trans-lation.

Landsberg Assails Price-Cutting by TV Stations on Coast

Hollywood, Nov. 24.

One of the greatest dangers facing station operators in this area tonay is "the widespread practice of price-entting" by certain L.A. telestation managers, it was charged by Klaus Landsberg, KTLA manager, in a strong condemnation of the practice.

demination of the practice.
"Once started this practice must
run wild and undermine the fath
of the advertisers," Landsberg declared. He said the practice began
gradually about two years ago, but
has worsened considerably, so
much so that it constitutes a grave
menace to TV in this area.

much so that it constitutes a grave increase to TV in this area.

"Certain station will sell at a loss, giving advertising and other media, merchandise tiesins, and throwing, in the kitchen sink, thereby admitting that the program and time on their station alone is not worth the asking price. The poorest businessman is the who, doesn't believe in the price of his own product," asserted the video exec.

He continued, "every advertiser wants to buy at a-bargain price. But not only is a bargain price no reflection on the purchase being a bargain, but no agency man leaving the sales office of the station giving such bargain prices car, help but feel that the next agency man who walks in doesn't get a still bigger "bargain."

Landsberg lashed at fraudulent advertising via nitchmen, a maca-

Landsberg lashed at fraudulent determines the fraudulent advertising via pitchmen, a practice recently resulting in the artest of four men tor allegedly having fraudulent pitches on several local stations.

Danny's 112 Stations

ABC-TV's Danny Thomas show, 'Make Room for Daddy," has expanded its network from 60 to 112 stations over the two-month period its been on the air. Program has the net's largest station lineup.

Show is being carried in 41 states and HawaiL

WNBT's 5th Rate Hike—To \$5,500

an effort to strengthen its money position as the N. Y. video flagship of NBC. Station position as the N. Y. video flagship of NBC. Station put through a hike in rates, effective Dec. 1 with Card No. 13 and ranging roughly between 15 and 25%. An hour of Class AA time goes from \$4,800 to \$55,500; Class B from \$2,750 to \$3,150; 20 second of AA from \$975 to \$1,095; B. from \$500 to \$575; C. from \$300 to \$350; D. from \$200 to \$250. Remaining status auto for to \$250. Remaining status quo for an hour are A at \$4.250, C at \$1.850; for 20 seconds, A at \$750. In all classes linked, there are commen-surate rises from halves down to five minutes.

It's emphasized by general manager Hamilton Shea and sales manager Jay Heitin that the Drate conlinues from signon to 3 p.m. Monday through Friday. Unusual aspect
of the upsweep is that SB's at 11
p.m. go from B to A classification
and at 11-10 and 11-15 from C to B.
Reason for this is sharp upbeat in
sets-in-use starting at 11 with news
and continuing at 11-20 nightly
with Steve Allen's show that carries to the midnight mark. Station
chaims that numbers of sets-in-use
in the N. V. area will total 4.043.000
by Dec. 1, an increase of 275,000
new TV families to WNBT's signal
coverage since Jan. 1. Current advertisers are protected for the
usual simnonth, except station
break buyers in Class AA who
are okay for three months.

This makes the fifth rate rise ager Hamilton Shea and sales man-ager Jay Heitin that the D rate con-

This makes the fifth rate rise since Nov. 1, 1950. The intervals after that were Feb. 15, 1951; Aug. 15, 1951; Nov. 15, 1952, and Aug. 15, 1953.

Gimbel Parade TV Pickup

Philadelphia, Nov. 24.

Philadelphia, Nov. 24.
Gimbel's annual Thanksgiving
Day parade will be telecast by
WPTZ, from 10.15 a.m.-12.15 p.m.,
locally; and by more than 40 MBCTV affiliates from 10.30-11 a.m.,
marking fifth year for station's exclusive television rights. Roster
of stars includes Roy Rogers, Dale
Evans. Burr Tillström, Fran Allison, WPTZ staffers Rex Trailer and
Pete Boyle. Pete Boyle.

Cameras will be stationed at stratameras with de stationed at stra-tegic spots, with heaviest concen-tration at City Hall reviewing stand and in front of Gimbel Store. George Skinner and Jack Creamer doing time Gimbel's "TV Handyman") will handle, com-

WNBT's 'Who, Me?'

N. Y. Flagship Denies 'Deals' on Pix Plugs; Defends 'Editorial' Stance

WNBT, N. Y. vehemently denied especially on the part of rival stathat it was "giving away its trans- " ' in order to snare-or after being carmarked for-plug money the studies and all their connection with some commercials.

Barry Wood, NBC's exect color producer, told the meeting that a tribble color unit would telecast the annual Tournament of Roses critics of too much freedom of the year, and that by next fall, a foot-free much most of the station was giving four-cameta mobile unit will have been developed to cover such precedent.

up too much and setting a bad precedent.

WNBT's answer is that it's doing Nov. 18-24 and from "Fire" from no more on cutto promotion time. Nov. 19-25, with latter's budget to top pretures than any newspaper or magazine is in the habit the Criterion last night was to be of contributing as "editorial feasings" regardless of advertising, quiter-hour remote at the house whether the absence of station breaks, etc., would reduce such cutfox or even eliminate them is supported by the station via a times" regardless of advertising, quiter-hour remote at the house that included some of its top talent. Other N. Y. stations are picking to the included some of its top talent. Other N. Y. stations are picking one of the participants in WCBS-dergo "monitoring" from here in, TV's "Late Siew."

wns. Wns. position is that by co-dinating the free time during ordinating the free time during opening drives on given films in the N. Y. area, it controls the situation getting out of hand to extent that numerous progressions. tent that numerous programs otherwise go off the deep end on tures produced or released by its

•••••• Telepix Reviews

While there is an air of familiarity about this suspense meller, the ingredients are meshed together so expertly that it emerges as a thoroughly entertaining teletilm. Richard Irving directs the Lawrence Kimble teleplay with an adroit hand, in this tale of terror.

adroit hand, in this tale of terror.
Story concerns a newlywed couple in a home haunted by a recent
murder, with the slayer still free,
and expected to return to the
scene of the crime to hunt loot he
missed while knocking off his everloving wife.

In no time at all, the young wife
suspects mebbe her hubby whom
she hadn't known for long, is the
killer (whom even the nosy neighbor didn't ever see, somehow).
Here the suspense really builds,

bor didn't ever see, somehow).

Here the suspense really builds, climaxing with the real murderer showing up, and being caught in a last-minute flurry of melodramatics. Scripter Kimble might be accused of exercising a good deal of literary license to point the finger at the innocent suspect—the husband—but all's fair in love and whodunits.

Marilya, Ersking delivers as the

Marilyn Erskine delivers as the Marilyn Erskine delivers as an wife whose merves come to resemble Shredded Wheat; Craig Stevens is competent as the hubby; Sheila Bromley, good as the nosy nabe, while Jack Raines and Dean Cromer are okay in support.

Daku.

KEY IN THE LOCK
(Revion Theatre)
Hollywood,
Filmed by Revue Productions for Revlon, illering the Revue Productions for Revlon, illering the Revue Productions for Revlon, illering the Revue Productions, difference of Revue Productions, difference of Revue Productions, difference of Revue Productions, difference of Revue Productions, illering the Revue Production of Revue Productions for Revue Productions for Revue Productions for Revue Production of Revue P

An eternal triangle yarn with a murder tossed in, "Key in the Lock" unravels at a fair pace, but most of its suspense stems from highly contrived situations, from artifices rather than actualities. As a result, it's a disappointing entry in the Revion series, which has already had its option snipped by the sponsor.

ready had its option snipped by the sponsor.

George Brent Is the jealous hubby and Marguerite Chapman the suffering spouse who leaves him for her real love. But George gets there first and knocks off the other man, then frames his wife for the rubout. A most abrupt ending has the cops who "knew it all along" catch their man in as obvious a trap as has ever been laid by any scripter.

Brent performs his chores automatically and expressionless, while Miss Chapman delivers more effectively as the wife. Lois Austin, Walter Coy and Dick Simmons are okay in lesser roles.

Peter Godfrey's sdirection is far better than the loosely knit teleplay penned by Jannes Gunn, Harold Goldman and Frederick Kohner. They resorted to too many cliche situations, even the "husband driving the wife mad" gimmick.

THE SHATTERED DREAM (Fireside Theatre)

(Fireside Theatre)

Hollywood.

Filmed by Frank Wishar Productions for Protter & Gambie Producer director, Wishar: associate producer, sidney Sander, Wishar: associate producer, sidney Sander, Wishar: associate producer, sidney Sander, Dana Rutnett: ramera, Beubenin Kline; editor, Hollmock Toddi, Alex Original & Mercedital, Production & Communication of the Commun

This "Fireside Theatre" entry is a study in Americanism, well developed and enacted and solidly turned out by producer-director Frank Wisbar. It's a serious subject which drives over slory point in a manner best calculated to maintain interest.

Plot in flashback form tells how Douglas Kennedy, a returned war hero, decide to run for public office after coming to realize that fighting a war on the battlefield doesn't put an end to one's civic responsibilities. By taking on the task of proving to a small immigrant boy, Aurelio Galli, whose only memories are ones of fear and misery in concentration camps abroad, that America really is the jand of his dreams, serviceman

THE HOUSE NOBODY WANTED (Pepsi-Cola Playhouse)

(Pepsi-Cola Playhouse)

Hollywood

Filmed by Revue Productions (or Pepsi-Cola. Producer). Revue Productions (or Pepsi-Cola. Producer). Revue Productions (or Pepsi-Cola. Producer). Revue Productions: disector. Richard Irving: original story. Friedrie Brown: cleplay, Lawrence Kimble: camera. Clark Ramsey: editoriadis. Revue Productions: disector. Richard Tyler; art director. Martin Obrina.

Cast: Mariyn Erskine. Craix Stevens. Shella Bromley, Jack Raine Dean Cromer, Salo p.m., Fri., ABC-TV. Running time. 136 MINS. sens nimeer on the duties that a his.

Acting honors go to young Ga aged 11, a young Swiss thesp gives a living impression of a naw whose dreams of America are tered by his first experiences he refer do his first experience and player. As needy offers a solid characteristic and the returned warrior out help the lad in his quest for his ness, Madge Meredith as his solid ness, Madge Meredith as his solid ness, Madge Meredith as his solid nesses worker wife is persuasive and it. Golm excels as the boy's mother technical departments are up Technical departments are up a feet of the customary "Fireside" standa.

THE HUNTED
(GE Theatre)

Filmed by Sovereign Productions of the state of the state

Here's a half-hour telefilm that is excellent entertainment. A dant is excellent entertainment entertainment. A dant entertainment entertainment. Entertainment entertainment entertainment. Entertai

until the fadcout.

Larry Marcus teleplay casts Present Foster as a detective who comes home one night to find a road kid standing over the body of Foster's wife. The kid skip Homeier, insists he's innocent and the law lets him go because there isn't enough evidence to held him, constantly dogging his footsteps in effort to wring a confession from him. He finally gets the bewildered kid to admit to the crimebut in the meantime, the real crimebut in the meantime, the real crimebul has been found.

Marcus' script carefully avoids

inal has been found.

Marcus' script carefully avoids cliches to build an excellent picture of a tough cop determined on vengeance and Axel Gruenberg's direction is skilled in keeping the atmosphere tense at all times. Foster turns in a topnotch job as the cop and Homeier is equally pood as the kid. There are some fine, though small, supporting jobs by Dayton Lummis and by Larry Blake whose newsman role is little more than a bit, but slickly handled. Technical credits are all on the plus side.

Kap.

THE MING LAMA
(Ford Theatre)

Filmed by Sereen Genafor Fidelical ers (I. Walter Thomps for Fed leval with the Kraike; director, Ted Post tet play, Kraike; director, Ted Post tet play, Kraike; domera, Charles Lamburg in editor, Al Clark, Cast; Howard Duff, Angela Lanshurg Francis L. Sullivan, Horace McMahon, Lee Good, William, Horace McMahon, Lee Good, Lee Goo

If title throws you, let it be known here and now that it's a piece of rare oriental statuary worth \$200,000. If by now you've guessed, what with Howard Duff as the co-star, that it carries a curse, you know your mings, or is it your lamas? To get off the hook tast, it's good adventure stuff and a chiller-diller with all manner of mayhem.

it's good adventure stuff and a chiller-diller with all manner of maylem.

The story has been between the covers of a hundred paper-backed novels, but it has Duff, Angea Lansbury, Francis L. Sullivan and Horace McMahon and therein has its emotional impact. Not even on the FBI's most wanted list is there a more designing killer than the glamour-pussed. Miss Lansbury, who likes to be where the sin shines (perhaps to thaw out her cold heart). She plays the part so well the looker must work up a black hate for her.

To sketch the story, Duff, who runs an air line, accepts \$2 noul mayoff to pick up the ming hard in Frisco and fly it back to l. V. He's warned, however, there must be trouble and that's the understatement of the week. Guns back, fists fly and bodies fall. Miss Lansbury is in the thick of it, double-crossing everybody. But Duff's no chump and plays along until fegets his mitts on the hunk if statuary.

gets his mitts on the nume statuary.

For Duff it's a field day and right in his groove. He'd be a natural fehis own series of such vigion dramatics and this exposure natural fehis own step of such vigion that in the right places. Long time of radio before pictures, he's a surperformer and the type that set well with setsiders. Miss Lansheis both seductive and destruction a parlay she plays with stilet (Continued on page 37)

It's Gonna Take More Than Money

To Dislodge TV Station Pioneers;

PAT & BOB: NBC 'PREXY PACKAGE'

TV's 'Under 10' Club

Perhaps one of the major cyclrow-raisers of the season to the seaso is the number of topflight comics and top-budgeted TV shows a top to fit a 10 rating in the November Trendex report, The "under 10" fraternity on the November scorecard reveals

Show	Rating	Budget
Just Adams	1.8	11,500
fied Allen	9.9	25,000
B. Balger	7.1	39,000
Junnes Day (RCA)		\$30,000
Date Garroway		25,000
Paul Hartman	5.0	30,000
line Box Jury	5.5	10,000
Im Murray		8,500
F.o Pinza	8.7	30,000
p may Thomas		39.000

By maying up 2.8 points in the November Trendex, George Jessers Sunday night ABC-TV show (budgeted at \$12,500) just inched into the above 10 columns with 10.3.

Station Reps Report 30% Hike In Local AM Station Billings For '53

New 'Life'
"Life With Father," which
preemed Sunday (22) on CBS,
draw a 16 from Trendex, "Paul
Winehell Show" on NBC-TV,
its chief rival, scored 21.7.

Since the Winchell program
has been hovering around that
mark regularly, "Life" culled
its audience from elsewhere—
or drew a lot of "new" viewers.

NBC-TV Fadeout

On 'Glamor Girl';

'Today's' Bonanza

Giving a candid rundown on the

throughout the country, par-orly in spot sales, with station e aver last year was indicated a wide despite the spread of a video markets.

Just where the new coin is com Just where the new con't s coming from is becoming a neat posering the reps. Many are claiming
verified automobile, detergents,
and coffee accounts as one of the
celcome boosts. Still others say
that its elsh tide for video with
ankrollers flowing back to Altitle an initial splurge into novel
and costly video market.

but costly video market.

Exces at Adam Young, for example, report some individual station sales up by 80% over last year with hike substantial in early rouning and afternoon time slots. It is 20 stations, only two have rouning virtually even in the earning department. nes department.

Blair & Co., hesitant to rele rounds figures, note certain AM counts with losses for the year, hough claiming the trend was rolling increases.

AM resurgence, based on gen-ally improved biz conditions and edia's economical cost-per-thou-nd argument, was noticeable at sulham: Reps there claimed a bis hike, noticeable in the 7 to 8

Continued on page 481

Charge Agencies Are 'UHF Blind'

Chicago, Nov. 24.
Chicagos that many bigtime ad adencies are "UHF blind" were board frequently at the NBC affiliates meeting here last week. Statum managers operating in the bigher band claim they're being untairly discriminated against by the time buyers who automatically 1968s off an outlet on a network dieu when they see it's listed in the UHF category.

The station men claim this arbitrary lopoff of UHF in favor of UHF in favor of the station properties on the acqueies' part because it precludes as shortsighted practice on the acqueies' part because it precludes a station properties on the acqueies' part because it precludes favy comparative examination of the practice means that the extentions are bypassing quite a few unddiessized markets that are served by UHF only.

SOLOMON EXITING CBS; RETURNING TO COAST

DUAL REGENCY

toric" overlones it was the emergene of the network's vicechangen of the loand, Sylvester L. Tall Wraver, into a new position of influence as a dunfinal, personality, that will findfield long be remembered by the upwards of 11at key TV station operators in altendance.

owas to do a apparent that owas to be the test for Wenselm carryong the ball for board (man) Datab Sarroff in central network a affiliate relation and in determining the over scope of capabilities as

bility the next APC pressy. 2

Weaver invaded the allfiliate detected cande ent a winner. The assignment was a tought one, for on effect it was his jud to self the statum owners on eithbracing a viole new concept on selling TV to sponsurs to take it out at the "sydne hampover" era and allow for charting new program forumists. It was the kind of exploration for new visitas that station managers have been conditioned to shy accay from.

as ay from.

But it was Weaver's day, and the efficiates bought it you condition, of course, that an allihate constitute the alerted locally new sales program innovations for fluid as proval of the overall additional body. True, it was the same cresitive-rouseions Weaver who, only less than a year and was still beactive-conscious Weaver who, only less than a year ago, was still be-ing relegated to the sidelines be-cause he was regarded as "too visionary" in a practical business, but it was, but, a sirer, littner Weaver whose stock had obviously risen in the '53 NBC transitional period.

period.

However, there was still another facel or the Chi meet that dich't go umadeed in Lact, created considerable off-the-record comment on its own. That was like meanner in which Robert W. Sarnoff projected himself into the convention picture. Perhaps seeind only to Weaver. Sarnoff sanowed in greatest advantage as the NBC echelon paraded their presentations, before the allibratis. While primarily concerning brusself with matters relating to the NBC Film Division, which he leads, it was the twental awareness and know-how as an executive with administrative talents that left its inquint on the station men NBC-TV program lineup before network alfiliates at last week's network affiliates at last week's Chi meeting. Sylvester L. (Pat) Weaver admitted that the morning "Glamor Girl" show is in trouble and is due for bouncing. Program bowed about four months as part of the web's bid toward rejuvenating its daytime segments. Weaver further revealed that the 5 to 5.30 p.m. slot needs retooling.

Striking the positive side, Striking the positive side, Weaver did a strong sell job on the upcoming "Home" show which hows in the 12-1 p.m. slot Jan. 18 He predicted the daily haustran show would open up with a few ad-vertisers already aboard. John K. Herbert, network's sales vp., reviewed the 1953 sales record to date, pegging the web's gross this year so far as 20% above the same period in 1952. He predicted that the "Today" gross will hit \$5,000-1000 this year and pointed out that the early morning winner is already 40% sold out for the first 1954 morning.

men

This, too is regarded as significant in the future MRC schening. For white affiliate scutiment was occurbelimingly in Weaver's favor it was chiefly on the bests that they consider hun imaginative and creative and capable of leadership. But, in the words of one key (Continued on page 49).

Not In Real Life

Not In Real Life
Alan Lipscott run into Plat
Davis, another radio TV witter
whom he had not seen stitee,
the Happiness Boys eta Davis
snapped his fingers in endeavor to recognize an did friend,
"Lipscott," said the latter, trying to help him out "Yeah,"
Davis replied, teheved
Lipscott asked, "What are
you don't now?" Davis replied, 21 in on "Place the
Face"."

AT&T Moves To **Set Color Rate On Transmission**

American releptione & rele-graph Co is in process of filing a rate request for color transmis-sion from New York to Chicada Move is indicative of the antici-paled swiftly paced transition from black-and-white to a list era in

TV.—During the experimental period AT&T has not been charged added cable lers for color transmission but in view of the imoutnence of the FCC okay on standards the telephone company is anxious to resolve the "tranbox formula" or cable costs.

AT&T reps have already been in equivalent with the networks with

ATKT reps have already been in negatiation with the networks, with the \$25 per hour per month cadie cost scheduled for an increase to \$45 for color transmission. Cost to the networks, of course, would be passed on to the advertisers.

White initial filing is for the NY to Chi transmission, it'll be extended to the Cost and other areas of the country.

Peyser's CBS-TV Exit In 'Danger' Reshuffle

CBS TV's "Danger," which has had a succession of producer-di-rictors since its kickoff in the fall

Lotsa Fabulous Offers Rejected telling the industry to get into TV pronto and who subsequently found themselves Joconting millionaries apparently envision even greater his potentials now that "Rambow Volco" is around the counce. Solor Labidous offers for TV sta-

tions both in single and multiple-station markets have been kicked around, in recent marths, but ap-parently nobody's interested in

A New York synthesize only re-cently track-to, personale. Stridey Hubbard to self his KSTPTV operation in Minicapidis ladding \$6,000,000 for the property, but as for as Hubbard is concerned it's no-dice.

cuts and Albuquerquie, Is reported belond the moye to acquire the Ben Cohen WAAM TV operation in the TV saturated Baltimore market, othering up to \$5,000,000 for the ABC Dishort affiliate. But here again the bilders met with a reliable.

rehalt

Only recently George Storer singlet to acumine WATV by Newwork, N. J. dampling a \$3 morpood puncture more However, press traing Recentairs responded with a "we're doing very well, think you" and proceeded to nove to the Empire St.-le Bidg, in pushing her Coperations, Manana."

Bill Pape's Jucrative VIFF numopoly operation in Module only on the air store lest January, could have betched him a title \$3 module and recently, even for a market pretty

have retried into a time \$2,000,000 recently, even for a market pretty but down in the circulation list, but Pape decided it was the better part of wisdom not to dispose of his WALATY setup.

Within the part year Allan B Distant could have walked off with an approximate \$8,000 000 for his Putshingh gold mine, WHEV, but even of the face of the oncomcompetition trom nev Du Mont has ben hed oft all comers Apparently none of the boys ap

appearenty noise of the body ap-pear trightened by the opening of the new channels and the end of the monopoly or near-monopoly era. The hoodcasters who estab-lished an early stake in the video spectrum and grabbed off the VHF recture since its kickoff in the fall of 1950, is going in tor another cleaning of the guard With John Peyser calting from the double dity rate. Cascles W. Russell returns to the Thesday right stanza as producer and Mel Farlier gets the director's rad.

Sidney Lunnet and Yul Bryuner series and men disable dark their constituent and producer and the start, when Martin Ritt was the producer. The one to the former at the start, when Martin Ritt was the producer. The one to the first start of the producer of the one to the first start with it is Tony Martina composer-instrumentalist Shorw of is Block Drug Co, for Amstern traothipaste and Pacquay tooth-brush

Nod Vice Gaines

WOR and WORTY is prepring an announcement thus week of the appendment of Gordon Gray assuccessor to James Gaines as general nechager of the operations Gaines leaves un Jon. I for his new plush assignment in San Antoni involving radio, TV and oil wells.

Gray is veepee for the Goodwill Station WJR in Detroit and WGR in Cleveland; and is berthed in New York help, Previously he was identified with WIP is Pinladely phis as one of the Ben Gimbel's key operators.

MacRae Vice Gleason

Gordon Macthie gets his fir t innings as a reajor TV person-ality when be takes over for Jackie Gleason in the Saturday 8-9 period on CB5-TV during the could's two-week undwinter layoff Ful-in period is slated for early

ABC Preps for Round No. 2

splurgings now translated into pro- Thomas gram realities and sponsor deals of the first year under the AB-PT banner, the rejuvenated ABC neteach is now swinging into action a finaugurate, Round No. 2, Actu-JRY ABC, under the new manager-ick rens at Leonard Goldenson, and the Three Bobs (Kintner, O'Brien and Weitman) envision an overall 4-Year Plan in the bid for major laurels and Big 3 recognition. That the initial launchings (Dany) the Three Bobs (Kintner, O'Brien and Weitman) envision an overall surface with CBS-TV and is planting to return to the Coast.

Writer came east last season, at a fat feet, to set the Larry Storch Show, which did summer duty for Stockie Gleason in the Saturday 8 Jackie Gleason in the Saturday 8 Jackie Gleason, but these plans from the Storch this season, but these plans great distress, either within the have-since been abandoned, leaving Solomon without assignment,

ek or even 26-week cycle, recog ing the all-important habit lac They're all in there for the

a dozen new names and The web is dickering Jarland for next fall: Cantor's NBC contract expiration date, ABC sights on adding the

plus accent on development of tal-ent on the way up tas with shell Gray and Sanimy Datus, dr., whose own programs are being kinesaudi foned this months. To this end ABC may bring Gloria Dellaven into its fold. There are a flock of other names, involved in negotia-tions, but for the time being under warnes.

TV schedule Don McNeill's Break ta-t Club" is scheduled for Round No. 2 attention, along with pro-gramming of the 4 to 5 p.m. seg

TRENDEX RATINGS SHOW YOU CAN'T SELL ACTS AND ALSO CREATE SHOWS

On the basis of the ratings thus far this season, the talent agencies, notably Music Corp. of America and the William Morris office, seem to be having a tough time creating their own programs. Being a talent peddler, it's argued, is one thing; packaging shows is some-thing of an entirely different

thing of an chitrely dinetent stripe.

The November Trendex returns on such agency-packaged items as the CBS-TV "Meet Mr. McNulty" (MCA); the ABC-TV "Pepsi-Cola Playhouse" (MCA); the Paul Hartman "Pride of the Family" on ABC-TV (MCA); the CBS-TV "Medallion Theatre" (MCA); the CBS-TV "Revion Mirror Theatre" (MCA); or such William Morris shows as the Danny Thomas "Make Room For Daddy" on ABC-TV, the Ray Bolger "Where's Raymond?" on ABC-TV; "Letter to Loretta" on NBC-TV and DuMont's "Dollar A Second" all indicate that the percentage houses aren't faring low well in the network competitions when stacked up against the opposition shows.

The situation, for one thing, isn't exactly causing sleepless nights among the network boys who have

The situation, for one thing, isn't exactly causing sleepless nights among the network boys, who have long argued that the percenteries would be better off concentrating on the show talent peddling division and leave the programming creation to the webs. It's further aegued that, if the talent agency shows have come by hard times on the rating front, a major reason lies in the fact that there's so much concentration on maneuvering the program to permit maximum use of agency talent as to dissipate the value and effectiveness of the show itself.

Whatever the reasons, the end results on the Trendex scoreboard offer some interesting commentaries:

taries:

Opposed to Groucho Marx's
"You Bet Your Life" (38.1), "Mr.
McKulty" fetched a 9.9. The Pepsi
"Playhouse" got a 13.6 as opposed
to "Topper's" 21.6 and "Life of
Riley's" 22.2. Hartman's "Pride of
the Family" fared no better than a
5.0, while the competing "Playhouse of Stars" fetched a 22.5 and
"Big Story" 22.8.
Similarly, "Revlon Mirror Thestre" (which has been cancelled)
with 12.9 was doubled by "Hit
Parade" (25.9), "Medallion Theatre," with 16.6 was outdistanced.

with 12.9 was doubled by: "The Parade" (25.9). "Medallion Theatre." with 16.6 was outdistanced by "Show of Shows" (22.9). Danny Thomas' 8.5 contrasted with "This Is Show Business" (16.6) and "Fireside Theatre" (23.1), while the Ray Bolger show (7.1) came in a poor third to "T-Men In Action's' 33.0 and "Four Star Playhouse's" 14.1. "Letter to Loretta" boasts a more successful record, fetching 17.9 dess than two points behind the top-rated "Web", with "Dollar A Second" getting 8.1. Fourth entry in the same Sunday night slot is "Juke Box Jury." but the best it could do was 5.5.

Webs Stymied By Station Clearances

Apparently the networks are still having their problems in trying to recapture late night segments from recapture late again segments from the affiliate stations. As result, CBS-TV, for one, finds itself sad-dled with the Saturday night 10:30-11 p.m. period, which is be-ing vacated by "Revlon Mirror Theatre" as result of the sponsor's

10:30-11 p.m. period, which is being vacated by "Revlon Mirror Theatre" as result of the sponsor's cancellation.

It's been almost a mouth since Revlon notified the network that it was scramming the period. Usually the webs encounter little difficulty disposing of vacated slots, but inability to clear a sufficient number of stations has thus far stymied negotiations. CBS had hoped to interest Dodge in the half-hour, permitting for a contiguous rate structure in view of the back-to-back slotting with Chrysler "Medallion Theatre," but Dodge insisted on a hettier station lineup than the web could guarantee.

Drat Those Kids!

Just I hose Kids!

An embarrassed and harried Jack Barry found himself unable to stop what amounted to a 10-minute plug for NBC-TV on his "Juvenile Jury" show on CBS-TV Sunday before last (15). One of the juve guests, who wanted a decision on whether he could stay up late to watch television, was asked what his favorite show was. "Dragnet," he replied, Barry, looking for a CBS show

what his favorite show was. "Dragnet," he replied. Barry, looking for a CBS show, asked him his other faves. Youngster proceeded to rattle off a number of other NBC shows, but no CBS properties. Barry then appealed to his panel and got the same ressult. Finally, he dropped the whole thing.

TV Set Mfrs. Can **Only Look to New Areas for Sales**

Washington, Nov. 24.
Indications that TV set sales in established video markets may have reached their peak and that the industry must_rely in 1954 on new TV areas to sustain its production (for black and white sets) are seen in a report Issued last week by the Radio-Electronics-Television Manufacturers Assn.

The report which lists registers

The report, which lists receiver shipments to dealers in the various shipments to dealers in the various states for the first nine months of 1953, reveals that white aggregate lactory sales were 30% higher than for the same period of last year there was a decided falling off in shipments to major TV markets. For example, shipments dropped considerably to New York, New Jersey, Ohio, California, Connecticut, Maryland, and Massachusetts. chusetts.
What appears to have happened

Connecticut, Maryland, and Massa-chusetts.

What appears to have happened is that the opening of new stations in these states has had little impact on receiver sales because people in these areas were already set owners, even though some were able to obtain only fringe reception. Although seven new stations started in New York State, four were in the established markets of Rochester and Buffalo. The others were in Albany and Elmira, where there was a sizable fringe audience for stations in Schenectady and Binghamton respectively.

The same situation was evident in Ohio where seven new stations came luto operation, in Massachusetts where three new oullets started, and in New Jersey where one post freeze outlet (in Atlantic City) got on the air.

In California, where 14 new stations got into operation, most of them in hitherto virgin TV areas, the impact of the new markets on sales apparently was not great enough to offset declines in ship(Continued on page 44)

BEATTY'S X-BOARD SWEEP

'News of World' in Nielsen Van With Dreier No. 1 Gainer

Morgan Beatty's "News of the World" staked its claim last week as radio's No. 1 newscast with the latest Nielsens giving the cross-board Miles-sponsored NBC stanza a 48. up half a point from previous scorecard.

scorecard.

Next four after Beatty in the cross-the-board lineup are Lowell Thomas (CBS), 3.6; Gabriel Heatter (MBS), 3.4; Alex Dreier (NBC), whose 2.3 gives him a Mexican standoff with Edward R. Murrow (CBS). Dreier made the biggest gain among the Top Five, rising from a 1.2. Beatty's direct newscast competition is with Heatter at 7:30 p.m. 7:30 p.m.

Meantime, NBC radio was also cutting fancy figures on the early morning ramparts with Bill morning ramparts with Bil Sprague's "World News Roundup Sprague's "World News Roundup" developing in dual spiral. Since Sprague took over the segment a year ago February, station acceptances have hiked from 55 to 120 and co-ops from 26 to 81, highest in stanza's history.

Agencies Fluffing Radio: Gottlieb

Top commercial radio shows Top commercial radio shows can continue to be effective for the network and sponsor only when the entire network schedule is strong and "filled with new ideas and new personalities being developed today for tomorrow," Lester Cottlieb, radio programming v.p. of CBS, told the radio-TV session of the annual eastern conference of the American Assn. of Advertising Agencies Monday (23).

Gottlieb poluting up the need

of the American Assn. of Advertising Agencies Monday (23).

Gottlieb, pointing up the need for new ideas, properties, and personalities in radio, also emphasized that the agencies were fluffing of radio. "We are getting attention for new radio shows on Main Street (our ratings will attest to that.," he said, "but we're doing louzay on Madison Avenue." He called on the agencies to listen to radio, to "keep making it stronger than ever" by listening to it and Its new material.

"In the final analysis," Gottlieb said, "the play's the thing," and the situation in radio is no different today, "Good shows and talented people bring audience," and CBS objective is to "do shows that will create attention for radio, despite TV" and to "maintain quality at lower cost."

Gottlieb called on networks to continue the "weitte radio networks to continue the "weitte radio networks to

at lower cost."
Gottlieb called on networks to continue the "quality and the assortment of top line entertainment they have been dealing in for years." CBS, he said, is opposed to duplicating on a network the programming that is best done locally. "The people who listen to radio have all the home-grown disk jeckeys they can take."

Mutual Comes Up With New One, Now It's the MBSunday Plan

Anticipated development of a cancellation.

It's been almost a month since Revion notified the network that it was scramming the period. Usually the webs encounter little difficulty disposing of vacated slots, but inability to clear a sufficient number of stations has thus far summer of stations has thus far summer of stations has thus far the back-to-back slotting with Dodge insisted on a heltier station lineup than the web could guarantee.

Revion fis switching from Saturshay, 10:30 on RPSC, buying "Mr. and Mrs. North," but here, too, the station lineup is not near as infiressive as Revion had hoped for.

Anticipated development of a the plan was cancelled after strent uous objection on the part of some affiliates. Web then went ahead with the Sunday formula, but because of the Sunday formula, but because of the objections to programs-for-payment, based this plan, is currently making the agency rounds for a Jan. 3 start, arrangement. Web also solved a problem stemming from failure of the affiliation plan: it moved two of its high-priced properties previously slated for the free programming block into the new Sunday ming block into the new Sunday ming block into the new Sunday formulation of the plan stems for the 200,000 investment in new shows for the station.

Herbert A. Carlberg has been the \$1,000,000 investment in new shows for the station.

Herbert A. Carlberg has been maned director of editing of CBS-TV succeeding James Shattuck.

With the network that the sunday formula when of the sunday formula but the cause of the Sunday formula, but the cause of the business of the Sunday formula, but the cause of the sunday formula, but the sunday formula, but the cause of the Sunday formula, but the sunday formula, but the cause of the Sunday formula, but th

Sevareid & British 'Cowcatchers'

Eric Sevareid on the subject of British TV in his CBS com-mentary last Thursday (19);

Eric Sevareid on the subject of British TV in his CBS commentary last Thursday (19):

"Great Britain is about ready to close its eyes, hold its patrician nose and leap into the swirling waters of commercial televiston. When the British people fall to amaze and perplex you consider yourself dead. The British were miles ahead of us on televiston, just as they were on jets, radar and other gadgets. The first television show I ever saw—a superb performance of 'Journey's Ehd'—I saw in the London flat of a lean young man named Murrow, That was in the fall of 1937. When I tell my 13-year-old twins that I saw television three years before they were born, they exchange those covert glances which mean, 'Just humor the old man'. "Anyway, 16 years later, the British are gingerly edging up to make the leap into advertising by electronics. As you know, they have never had commercials on their radio. At this rate, heaven knows when they will get to 3-D magazine advertisements that you cut-out-and-look-at-through-glasses; or perfume ads that give forth a sweet odor from scented ink. You have to realize that the British make a subtle distinction between the commercial life and commercialism. For 200 years they were the greatest commercial nation the world ever saw and are still one of the greatest, but among proper Britons, commercialism is considered vulgar. What I mean is, the world's greatest traders still insist that tradesmen come in at the kitchen door. What I mean is, it was all right for them to set the Coronation at a time that would draw the most free-spending American tourists, and all right to sell window space by the square inch, but it was vulgar commercialism for-American television to show the Coronation along with advertisements.

"So it's natural that such a scrupulous people would approach commercial television like a respectable middle-aged lady buying a yellow convertible—yearning for it, but embarrassed at what the neighbors may think. From what I can gather, the British have decided to paint the gaudy thi

at the top, incidentally, will have the censorship power to put out taste.

"This whole apparatus, of course, would cause any forward looking Madison Ave, account exec to hang himself with his solid gold cufflinks, but the British will probably like it. It will make them feel—well, safe. After all, the British fear un-British things the way we fear un-American things. So for many months, the best brains in London have been working on this plan to guarantee that the commercial TV shows will not be un-British; that is to say, that they will be dull. The London press tells us there is a great they will be dull. The London press tells us there is a great public fear of TV on the American pattern. This is the British genius at work in its purest form, since not 1% of the British public has ever seen American TV. It's like their fear of McCarthyism; if they would just take a look behind the screen and see the baling wire, chewing gum and scotch tape that holds the thing together, maybe they wouldn't be so scared.

"Their ads they will slip in just before or just after a TV program. This they call 'continuity to suitable programmes.' What they seem to mean is the 'cowcatcher' and the 'caboose.' If they're going to get ahead in television, you'd think they would at least learn to use proper English."

Technical Tape's ABC 2-Hour Thanksgiving TV Show for MD Campaign

ABC-TV landed a last-minute Thanksgiving Day client Friday (20) when Technical Tape, Inc., a N. Y. tape outfit, bought the Thursday 2-4 p.m. slot as a conribution to the Muscular Dystro-phy' campaign. Technical Tape, which is headed by Paul Cohen, one of the guiding lights of the MD drive, will pay the time and talent costs of the two-hour full web show, with all commercials being given over to the fund drive.

peing given over to the fund drive.

Program will be primarily film, with properties still not completely set as of yesterday afternoon crues. Show will be aimed at the family audience with shading toward the meppets. Cartoon subjects will comprise a major portion of the show. In addition, Ivan Sanderson and an act of 14 animals will appear.

Technical Tape's buy will give

will appear.

Technical Tape's buy will give
MD four solid hours of plugs over
a 17-hour period, beginning tonight (Wed.) at 11, when Dean
Martin & Jerry Lewis do a twohour show with top Hollywood
names for the Dystrophy drive.
The Martin & Lewis stint, which
will star Bing Crosby, Ray Bolger
and Danny Thomas among others,
is a benefit affair, however.

'Irma' Radio Sale Fills a Coin Gap

Return of "My Friend Irma" radio will fill CBS' sole nighttime moneyless gap in the Tuesday 8 to 10 berth. With the "Irma" reprise comes an increase of nocturnal time by Toni, one of the two sponsors grabbed, via Tatham-Laird. Other backer is Carter Products, Other backer is Carter Products, via Bates agency. Toni alternates on "Family Skeleton." the Mercedes McCambridge after-dark cliff-hanger on the web. The Carter latchon marks its return to the night aural sweepstakes. Carter will also bankroll "City Hospital," which returns to the net (for same sponsor) after a six-month histus. It goes into the 1 p.m. Saturday period starting Jan. 9. Toni's preference for "Irma" will ase "Fun For All," Saturday daytimer.

"Irma" gets back into the aural groove next Tuesday (Dec. 1), will

"Irma" gets back into the auxil groove next Tuesday (Dec. 1), with the Marie Wilson-Mary Shipp situationer in a dual AM-TV role the video counterpart is a Friday vid-pixer for Brown & Williamson, Unspoken-for "21st Precinct" mexicover on Dec. 4 to 8:39 Friday. "Irma" will originate on the Coast and feature Alan Reed, Gloria Gerdon and Hal March, plus a new Prof. Kropotkin, Hans Comied having ankled the role to take the "Can-Can" assignment on Broadway. Benny Rubin was tapped for the dialectician's role. Parke Levy is scripter and director.

Pepsi's WNBC Griddery WNBC, N. Y. flagship of NBC, will kick off a new drive fer an ambitious 1933-54 sports sked by picking off the Notre Dame-USC grid game from the Coast directly following the Army-Navy Cheesia-ter this Saturday 128.

Pepsi-Cola has bought in on the Irish-USC griddery.

RAP WEBS' PROGRAM CONTROL

CBS' Ike Priority Over B&A

The all-networked (radio-TV) B'nai B'rith "Dinner With t Washington, Nov. 24
The all-networked (radio-TV) B'nai B'rith "Dinner With the President" (Eisenhower) show out of Washington yesterday (Mon) was a CBS production, with that web giving it the only live TV'ing from 7 p.m. to finish. Ike's "closing number" speech spilled over into 2 minutes. 25 seconds past 8 o'clock, running into the "Burns & Allen" show. The net was rapped for a chunky Goodrich sponsor rebate on the runover, commendably being more concerned at the time with the public interest-public relations factor.

NBC teeveed the program in full via the CBS-supplied kinnie from 11:15 to 12:17 (plus 25 seconds) and also aired it from N. Y. to the o.&o. stations at 12:18 a.m. (to 1:20 plus) this morning (Tues).

"ABC-TV slotted the kine last night from 10 to 11 and on its N. Y. WABC-TV from 11 to midnight. The speech was cut off following an applause break directed to the President. Network followed this with a "regret—mechanical difficulty" tag for viewers (ABC had no aural broadcast of the fete).

An ABC-TV spokesman in N. Y. said it was using a receiver loop to take the CBS kinnie and that it would not have been able to service its network for the post-8 p.m. program commitments if it continued the kinnie process to the finish of Ike's speech (the kine measurement taken was exactly 59) minutes).

NBC's 'Radio in Every Kitchen'

Cott at 4A's Parley Bares Plan to 'Match Program Habits With Living Habits'

NBC will launch a direct onthe-air promotion for the sale of radio sets within the next two veeks. The drive, which will be

radio sets within the next two veeks. The drive, which will be institutional in nature, with no specific manufacturer plugged vill attempt to "put a radio in cvery kitchen". Via pitches to buy radios as Christmas presents.

Plan was revealed by Ted Cott. operations v.p. at NBC, who spoke at the radio production symposium at Monday's (23) session of the castern annual conference of the American Assn. of Advertising Agencies. Cott, speaking on new methods of radio programming, said the webs must "match program habits with living habits" hy delivering the right kind of programming at the right time.

He called on networks and agencies to "put the show on the mad" by creating "custom built" shows for automobile owners which would have all the ingredients that would make the carowner need the program "as much as he needs to buy gas." Music and news is not enough for the autolistener, he said, terming the "roadshow" a "great challenge" for radio today.

Radio must develop more news shows. Cott said, "not just hard

Radio must develop more news shows, Cott said, "not just hard news, but more of the feature kind." He envisaged the development of a "feature news desk" at the networks with reporters who can do the type of story that "win Pulitzer prizes." Radio must make news, Cott stated.

make news, Cott stated.

He further predicted a growing trend toward more five-minute capsule shows and longer "omnibus" types along the style of NBC's "Weekend." By matching the shorter units with longer ones with the same type of mood, a new program block technique can be worked out. He called on the (Continued on page 48)

Jo Stafford Set With TV Sponsor

CBS-TV's "what are we gonna do with Jo Stafford now that we've signed her" dilemma has finally been resolved, at least on a quarter-hour, once-a-week basis, with the network pacting Glasswas as a spossor. This will be Miss Stafford's first TV show. She goes into the Tuesday 7:45-8 p. m. shot, effective the first of the year, with the program originating from CBS-TV City on the Coast With the Miss Stafford stgning her quarter-hour segment now becomes a three-way singing parlay, with Perry Como in on Monday, and Stafford on Tuesday, Como on Wednesday, Jane Froman on Thursday and Como again on Friday. CBS-TV's "what are we gonna do

Allen Ducovny reviews why and how these days

Open Season for Pressure Groups on TV Kiddie Shows

a bright byline piece in the forthcoming

48th Anniversary Number

VARIETY

Joey Adams TV'er **Axed In Hassle Over Clearance**

Adams starrer that began on ABC TV five weeks ago as a sustainer TV five weeks ago as a sustainer and was to have heen picked up by J. B. Watchhands on an alternate week basis, was axed last week by the web after a hassle on clearances with J. B. Weh is moving "Dr. I. Q." over from Wednesday nights to fill the Thursday post-Ray Bolger time, and removing the quizzer from co-op status in an effect to sall it nationally.

for to sell it nationally.

J. B. wanted a live clearance of celted on the basis that up to last week the web had succeeded in clearing only 18. Sponsor is understood to have claimed that it was interested in reaching key marderstood to have claimed that it was interested in reaching key markets, and consequently wanted those markets live and on VHF outlets. Network however, said that the sponsor had made impossible demands, that it wanted live clearance on VHF outlets in New Orleans and St. Louis, something which ABC-TV, and "not even NBC." to quote an ABC exec. could not supply.

Since the Barry, Enright & Friendly package started as a sustainer on the web on the understanding that it go commercial for J. B., and since the latter has cancelled, show is being dumped after conforrow's "Thurs." broadcast. "LQ." will air next Wednesday (2) and then again Thursday (3), remaining on Thursdays thereafter. was interested in reaching key mar-

ERICKSON, GIBBS LEAD ATTACKS

come under, sharp attack from two sources Monday 23) at the eastern annual conference of the American

sources Monday 23) at the eastern annual conference of the American Assn. of Advertising Agencies in New York Rodney Erickson, Young & Rubican manager of account planning for radio and TV, who headed up the radio-TV production, group meeting, and packager John Gubbs, launched out in different directions at network control of video properties.

Erickson, in preparatory remarks before introducing Gibbs and CBS-TV's programming director, Harry Ommerie who spoke in defense of network control of said that while the majority of mathtime shows are produced by talent agencies and package producers, of these, 57% are controlled by the network and can't be moved by the advertiser to another web. Reason for the situation, he said, is that while the producer or packager would like to work with the agency, he goes to the network to secure a time period, to get capital necessary to make a pilot, or to join the net's sales staff in selling his show. Whatever the reason, Erickson stated, "the advertiser is unable to improve his time position hy moving his show to another network should a more advantageous time period-become available, or to reduce his costs, through competitive barganing."

Gibbs Hits at Webs

Gibbs Hits at Webs
Gibbs, following an appeal to
the agencies to make certain that
the agency man servicing the show
is "mature" and not a "frustrate"
who tells a \$2,500-a-week writer
how to script his show, took the
webs to task, Manner in which the
webs sell agencies their shows, he
declared, contradict the "very
foundations of the advertising
agency business." While agencies
can't take competitive sponsors as
clients, yet the networks produce
shows for all kinds of competing
clients.

(Continued on page 46)

Bob Hope's Colorcast for Gen. Foods Sets Off A Flock of Angry Fuses NBC heaved a sigh of relief that could be heard clear across the country when Boh Hope wound up his serond TV show of the season for General Foods last week. But the anxieties over the strained Hope GF relations aren't over by a long shot. For a while last week, prior to the closed-circuit color-casting of the Hope starta dhe night before the black-and-white version went on the air). It looked as though there wouldn't be any show at all, it required the compined efforts of the network's public relations task torce to set mat-

Mannie Manheim has his own 'Manheim Poll' which tells oll on

> Are Panel Shows Crooked?

an omusing byline piece in the upcoming

18th Anniversary Number

is "mature" and not a 'frustrate' who tells a \$2,500-a-week writer how to script his show, took the webs sell agencies their shows, he declared, contradict the "very foundations of the advertising agency business." While agencies can't take competitive spousors as clients, yet the networks produce shows for all kinds of competing clients, yet the networks produce shows for all kinds of competing clients, yet the networks produce shows for all kinds of competing clients.

"To how many clients and products does a network have to be faithful?" he asked. "Comt the number of competitive cigaret programs on one network the number of food, soap or beer programs; cân you even get the same time signals on one network from the same watch?"

"... So long as the network stepting stages out, renting time and space, fine, it offers those competitive cigaret programs and space, fine, it offers those competitive cigaret programs production and space, fine, it offers those competitive cigaret programs production and space, fine, it offers those competitive cigaret program-production and space, fine, it offers those competitive cigaret programs and production and space fine, it offers those competitive cigaret programs production and space fine, it offers those competitive cigaret programs are considered to the Mutual schap creations into the Mutual schap creations into the faithful?"

"... So long as the network at the web and the second competitive cigaret programs and space fine, it offers those competitive vp. and the web admittance vp. in charge of policy, who only reflect the No. 2 man at the web beful was effect the No. 2 man at the web beful we competitive vp. and the web and the web and to the Mutual board, in effect the No. 2 man at the web beful was effect the No. 2 man at the web beful was effect the No. 2 man at the web competitive vp. Taylor to the mutual volume of the mutual volume of the mutual volume of the mutual volume. The production and the web and to the Mutual board, in effect the No. 2 man at the web clin

he relations task toree to set mat-ters right. But whether it's just an intermi peace status remained

ARIETY

O'Neil Reshuffles

Top Mutual Execs:

Taylor's No. 2 Spot

Reshuffling of the exerce at Montal took place this week with found took place the season the Cleveland organize to the extent of the season of the cash of the season of the cash of the season of the cash of the season of the s from the pressure for the one-time reschead on behalf of his General

P&G 'Brighter Day' For Daytime TV

Where only a few short years ago some of the shrewdest throwing cold water at daytime video as ever assuming importance in the viewer scheme annon which all sponsor interest must neces-sorily be based), today it's a high-ly contrasting picture and one with that SRO tag attached or po-

with that SRO tag attached or po-tentially so (meaning the next few-months).

Reflecting the latest testimonial to the power of those similaries looks is Proeter & Gamble's deci-tion to move in a tele edition of its. The Brighter Day? on CBS, where the scap opera has been radio-birthed for some time. "Brighter" is on the P & G agenda for ex-posure after the first of the year, probably as an afternoon stup.

ANDREWS EXITS MAXON AS RADIO-TV TOPPER

S. James Andrews, assistant to the prevident in charge of radio and TV at the Maxon agency, has peagend, effective Dec 31. He's been with the agency in that capacity since 1949 and previously was a producer-director-writer for Paramount Pictures and Lennen & Newell agency verp in charge of

radio.
Andrews' future plans havent been finalized, he said.

NBC-TV Affiliate 'Watchdog' Group Sets Dec. 11 Gotham Huddle With Web

Chicago. Nov. 24.

Time-honored concepts of doing husiness that served their purpose for a couple of decades in rador are getting a fast shuffle in the TV era. That, in a capsule, was the significance of the new patterns of network-affiliate. relations that found their crystallation at last week's get-together of the NBC-TV station family.

The major networks are gearing affiliates, with a few minor in ervalutions, of TV purposamining toping and the station and the participating week's get-together of the NBC-TV station family.

The major networks are gearing affiliates, with a few minor in ervalutions, of TV pringramming toping at the seems certain to make the previous. And the station men, some of them facing competition for the first time and others strugiling to establish their video identities oftimes in midsized virginal territories, are recognizing that the "we did that way back in the 30's" argument carries little weight today. Against this hackground, the NBC affiliates and the participating web brass struck a unique rapport on the need for fexibility all the way across the hoard, from station relations to network sales formulae and programming techniques.

Behind the now traditional utanimous resolution which wound up the two-day session stating that "NBC's accomplishmen's since the (Continued on page 40).

Just Like Old Times for Chi Radio In TV's Gavilan-Bratton Blackout

If the rating results on the Kid Gavilan-Johnny Bratton bont of two weeks ago (13) (blacked out here on TV but carried on radio) prove anything, it's that a top event carried solely on AM can civin carried solely of Asia draw more listeners to their radios than the ordinary TV schedule can retain. Special Trendex taken by WENR here showed that the AM broadcast drew a higher rating than all TV shows during the 55-minute period.

Te-minute period.

Results were even better than the WCES, N.Y. coverage of the Randy Turpin-Bobo Olson fray a few weeks back, when the battle was blacked out in New York on TV but earried locally on radio for Pabst, which normally sponsors solely on video. Trendex showed WENR with a 17.6 and a 31.7% thare of audience average in a survey of radio-TV homes where the TV set ownership was at a 92% level. It was unusual survey in that it covered radio and TV betening, and the results were even more unusual in that the next highest rating, radio or TV. was in tele, with "My Friend Irma" on WBBM-TV drawing a 163 and 29.3% share.

Radio sets-in-use during the fall the results under the fall of the results were considered the sets-in-use during the fall the sets-in-use during the

Radio sets-in-use during the fight was 19.2, with all radio listening other than to Ahe fight to tolling 1.8. WENR's share of auchence was 91.6%. Total radio-TV sets-in-use was 55.6, with WENR feeting a lion's share, 31.7% of the total radio-TV audience. By comparison, the Turpin-Olson go in N.Y. drew 22% total share, with a rating of 9.9 (compared to WENR's 17.6) and a radio sets-in-use figure 12.6 (compared to Chi's 19.2).

Interesting twist in the survey is the fact that WBKB, which consistently cross-plurged the rad a coverage on WENR, came cut third in the overall rating picture with an 11.1, carrying "Dangerous Assignment" for Mercury Dealers Since Mercury had helped pitch the radio coverage, it was plugged with Gillette during the fight, and so got a total radio-TV rating for its commercial messages of 28.7. By contrast, WNBQ, the NBC key which ordinarily carries the fights on TV but which was blacked out, got a mere 4.8 for its substitute programming.

Coke To Sponsor 'Santa At Macy's'

A special Christmas series, "Santa Claus at Maey's," is scheduled for WABD, DuMont's N. Y. flagship, with Coca-Cola picking up the tab. Show, which preems on Dec 1, is a 15-minuter cross-boarder, 5-45 to 6 p.m., with a Saturday slot to be determined.

A total of 24 tologasts will be

A total of 24 telecasts will be picked up via remote from Macy's eventh floor "Santa Claus at Macy's" showroom with finale skedded, as a half-hour jamberee for underprivileged kids in the N. Y. area. Show will simulate North Fole atmosphere using live ren-deers, snow, and other devices.

Hank Leeds will produce, Barry Shear will direct.

CARNATION EYES ABC MORNING RADIO BUY

A fat chunk of morning radio billings looks headed ABC's way, although negotiations haven't been finalized yet. It involves five quar-ter-hour strips weekly for some opera sponsorship, with Carnation Milk as the client.

Should ABC get the ned, the program will be the vet soaper, "When A Girl Marries."

Alcoa's 'See It' Renewal Aluminum Co. of America last week came through with a 52-week renewal on the Edward R Murrow-Fred Friendly "See It Now" on CBS.TV. Tuesday show goes into its new cycle Dec. 1 with 63 sta-tions ordered.

Agency is Fuller, Smith & Ross. comics

Captive Audience

Phoenix, Nov. 24.

Traffic violators who appeared last week before City Magistrate C. W. Pensinger were given a two-way jolt. After being slapped with the customary fines, trangressors were ordered to lend an ear to the half-hour traffic con-

were ordered to lend an ear
to the half-hour traffic control panel show which airs on
KTAR.

Those who drew minimum
fines were told they could listen to the program at home,
and the king-size violators
were instructed to show up at
the station for a looksee at
the radio program.

In addition to moderating
the show Pensinger will also

the show, Pensinger will also count noses.

You Gotta Slant **AM Shows for TV** Homes, Sez Treyz

Radio must start programming for families who watch television before its non-TV audience becomes non-existence, Oliver Treyz, director of the ABC Radio network, warned the eastern annual conference of the American Assn. of Advertising Agencies Monday (23) in New York.

of Advertising Agencies Monday (23) in New York.

"Radio programming today," he said, "is based on the premise that it's a great thing for homes without TV." But the webs have to face up to the fact that the number of non-TV homes "is rapidly declining to zero," he said. Future of radio lies in the hands of programming personnel, not media péople, Treyz tan ex-research man himself) declared, and the programming is going to have to be slanted at the TV home.

ABC, he said, will commence to do just that. Web will soon launch an early evening radio show dealing with news and gossip about TV shows and personalities. Web after the first of the year, will launch Martin Block in a night-time network disk show, either on a once-weekly or cross-the-board basis. All future programming will be slanted at the TV home.

Web has been researching radio listening in TV homes and has come up with the fact that much of the current radio programming is virtually ignored in video homes. The audience-participation or "giffimick" show, he said, has poor cir-

lis virtually ignored in video homes. The audience-participation or "grin-mick" show, he said, has poor circulation in TV homes, NBC's "Welcome Travellers," ABC's "Double or Nothing" and Mutual's "Queen for a Day" have "miserable circulation" in TV homes, he said. On the other hand, stories, such as soapers and continuing dramatic entries, and personality shows, "Continued on page 49.

(Continued on page 49)

KAISER-FRAZER MAY 'BUY' EMMY AWARDS

Presentation of radio-TV Emmy Awards, made annually on the Ceast in the spring, may get the "Academy treatment" via a network coast-to-coast spread if present plans materialize, Kaiser-Frazer is currently mulling the idea of "buying" the Emmy Awards ceremonies for web presentation similar to the NBC-TV Academy Awards telecast earher this year. When and if deal is finalized K-F will choose the network.

Crane's M&L Pact

Video comedy writer Harry.
Crane last week signed a sevenyear exclusive pact with Dean
Martin & Jerry Lewis to write
pictures, video and radio for the
cenics. Under terms of the pact.
Crane can clear up to \$1,000,000
in the seven-year period.
Crane, who's been a scripter for
such video personalities as Jackie
Gleason and Red Buttons, will
move to Hollywood—from N, Y,
shortly to start his chores for the

WLW-A's 66& Biz Hike

A sales increase of 66.5% for the nine months ended Oct. 31 was reported by WLW-A over the corresponding period last year.
W. P. Robinson, president of Crosley Broadcasting of Atlanta, Inc., said the October gain was 77% over the same month in 1952.

TWA Plans School For TV Scripters

School for video scripters to be bankrolled by Television Writers of America looms as a strong possibility, according to Irve Tunick. TWA committeeman, with group's members to teach aspiring scripters. School would turn out new talent to be included in TWA membership and raise necessary funds through school fees to continue contract negotiations with ABC, CBS, and NBC.

Tunick, only TWA eandidate for president in group's first eastern regional elections slated sometime next week, stated other fund raising device would be offered to members besides the 10-year bond issues first offered at last week's precising.

meeting.

Skedded to confer today (Wed.) with CBS, ABC, and NBC reps, TWA believes a contract will be agreed by March, 1954. At initial confab last week, negotiators discussed contract limitations and will soon confer on TWA demands for standard minimum script fees for hour, 30-minuters, and quarter-hour live video web productions.

Tunick declared the first meeting was "extremely satisfying" and said TWA reps were "grateful" for the way proceedings have been going. Cost of the proceedings. Tunick stated, were being rased by individual members who were reportedly cutting down writing time to aid in negotiations.

Rickey, Cooke to Coast To Tune Up Benny's 'Horn' for 'Omnibus'

Producer Fred Rickey and conferencier Alistair Cooke left for the Coast on Monday (23) to whip together the "Omnibus" on which Jack Benny will star over CBS-TV next Sunday (29) in that show's first Hollywood origination. Benny's participation with his troupe will be in a 50-minute revision of the film which has been a running sag with the comic since its release—"The Horn Blows At Midnight." Benny was given free choice on segmentation and came up with "Horn" as the vehicle. His appearance will be in line with program's statement of some time ago that it would present a number of top comedians from time to time. Last season's name funsters were Last season's name funsters were Bert Lahr and Bobby Clark. Ben-ey "drama" will be directed by his regular, Ralph Levy. Deal for the comic was made last Friday (20).

comic was made last Friday (20).

Show's other 40 minutes will include an offbeat film, "The Condor," as a 10-minute sequence from "Song of the Bird" (UA) feature documentary done in color, with segment treating of California's nearly extinct bird. Cooke hinself will do a specialty of extended length as he's done several times in the past on the Ford Foundation show.

Schief Parce in appropriate Christ.

Schick Razor inaugurated Christnus period participation on the show last Sunday (22),

Storer Rolls on 11

Storer Rolls on 11

Havana, Nov. 17.

On the 11th hour of the 11th day of the 11th month Channel 11 began telecasting in Havana. A gala reception marked the inauguration of Television del Caribe, the Storer Broadcasting Co.'s foreign outlet.

This brought to five the number of TV circuits in Havana, making it the first Latin American city to have that many.

George Storer's private plane was grounded by bad weather in Miami, and he also was unable to make the opening. Officials of Television del Caribe are Manuel Autran, president; Mario Nunez Mesa, vice-president, and Andres Trujillo, secretary. Channel 11 was built at a cost of over \$500,000.

Detroit as Audition Oasis

With New York and Chicago at their lowest postwar points in terms of nitery bookings, some fairly high priced acts iplus the run-of-millers) who've yet to carve out a video future for themselves are hitting out for Detroit. Though the Motor City is itself hardly an important cafe center, there are a few spots which may take on a bigtime aura before long.

Reason seems to be that with auto manufacturers more TV-conscious than ever before and pushing into the talent buying sweepstakes at a fast clip, ad agencies for the automotives feel they can stay "at home" and take their choice. That is, let the acts come into their backyard—the niteries—and they'll catch 'em in the live, making notes about their television potential and try to include them into whatever program patterns are being worked on at the moment or coming up on the '53-'54 agenda.

UHF B'casters Claim Discrimination By Networks, Hit 'Advertiser Apathy'

Trohan to MBS Gab Staff

Chleago Tribune Washington bureau chief Walter Trohan has been added to the Mutual commentator staff. He'll start a series of Saturday evening broadcasts on Dec. 5. Trohan recently substituted for Fulton Lewis, Jr., on the latter's Mutual show while he was on vacation.

Web is also restoring the Ruby Mercer disk show to its Saturday lineup the same date.

Britain Facing Lotsa Opposition On Comm'l TV

London, Nov. 24. The Churchill government is having a rough passage in its en-deavor to pioneer commercial teledeavor to pioneer commercial television into Britain. Not only are they confronted with the united opposition of the Labor movement but they are faced with a major split within their own ranks. This inter-Troy opposition will be spearheaded in the Ilouse of Lords tomorrow (Wed.) when Lord Halifax, the onetime foreign secretary, initiates a motion to reject the proposal.

Lord Halifax, who was formerly British ambassador in Washington,

proposal.

Lord Halifax, who was formerly British ambassador in Washington, has obtained widespread and influential support for his opposition and his motion will be backed by a number of prominent peers including Viscount Waverley, Viscount Samuel, Viscount Simon, Viscount Hailsham and Lord Reith. The last named was a former chairman of the British Broadcasting Corp.

The motion, which was put on the order paper last week, recognizes the desirability of an alternative TV program but regrets it cannot approve the terms of the govt, memorandum.

All peers intending to support the motion have been invited to attend a meeting in the House of Lords today (Tues.).

DuM'S WTTG PACES PROGRAMMING IN D.C.

Washington, Nov. 24. WTTG, the DuMont outlet,

WTTG, the DuMont outlet, is doing by far the largest amount of Iceal programming of any Washington TV station, according to a recent survey.

Study shows WTTG offering 70 hours and 15 minutes of local programs weekly vs. 21 hours and 30 minutes of DuMont web shows. WMAL, the Evening Star station which is an ABC affiliate hanwhich is an ABC affiliate, handles 59 hours and 15 minutes of local programs each week and 25 hours and 10 minutes of web pro-

hours and 10 minutes of web programs.
WTOP, owned by the Washington Post and the CBS affiliate, offers a fat 68 hours and 30 minutes of local time per week and 56 hours and 30 minutes of web time. WNBW, the NBC o and o. outlet, is the only station to carry more network than local programs every week. It shows 47 hours of lecal shows and 69 hours and 35 minutes of network programming.

minutes of network programming.
Cincinnati—Robert H. Boulware
WLW-T manager, is recovering
from auto accident injuries suffered Nov. 17, and is expected to be released from a local hospital within a week.

WGAR Ups R. C. Smith
Clevland, Nov. 24.
Robert C. Smith has been proposed to director of public relations and advertising at WGAR.
General Manager Carl E. George General Manager Carl E. George said Smith will report directly to him.

Complaints on alleged network discrimination against UHF stations in VHF markets, both in programming and rate costs, marked the first industry-wide meeting of UHF broadcasters Monday and Tuesday (23-24) at the Hotel Lexington in N. Y.

ington in N. Y.

Lou Poller, prexy of the UltraHi TV Assn., asked UHF exces to
join in an effort to stop alleged
"network malpractices" via Feel
reral legislation. Group has 11
tounding and 22 associate members, but claims impotence in Feeleral hearings unless 50% of all
UHF stations are members.

In a roundhouse discussion of

In a roundhouse discussion of mutual problems, UHF execs complained of advertiser apathy, an "unfair" FCC attitude towards UHF, and Inadequate manufacture of UHF receivers.

of UHF receivers.

Although initial meeting was called to raise membership, group proposed to inaugurate standard research methods which would be representative of the country.

Poller asked for a need for strong public relations and an ade-quate promotion campaign to sell UHF to the public.

He claimed that within three years, when color TV was standard for programming, UHF would be virtually predominant with VHF. Poller stated that unless UHFers join immediately, it would not be long before they faced complete annihilation.

Both network and advertising execs were asked to attend the two-day program.

Hearst Pushes TV Milwaukee Fight

Washington, Nov. 24.

Pressing its fight to have a VIHF channel assigned to the Milwaukee area, the Hearst Corp. told the FCC last week it would be contrary to public policy to recognize the opposition of the UHF TV Assn. to the assignment of channel 6 to nearby Whitefish Bay. The ultrahigh group had claimed the assignment would create "a serious economic threat to the UHF industry."

If the Commission should recognize the UHF opposition, said member of the UHF Assn., "in protecting its financial investment over the interests of the public in receiving a greater amount of TV service."

In reply to an opposition filed by

service."
In reply to an opposition filed by WCAN-TV, Hearst said that when the ultra high station applied for a channel it did so with "full knowledge" that at some future time there might be additions to the original table of allocations. The UHF'er, Hearst added, "would now have the Commission construe its license as a contract... binding the Commission to make no change in the table that would increase

the Commission to make no change in the table that would increase the number of services available to the public in the Milwauke metropolitan area."

Hearst also told the Commission that use of channel 6 in the area would not interfere with operation of WJIM on the same channel in Lansing, Mich., or WOC-TV cu channel 5 in Davenport, lowa.

PARADE OF AIR POWER With Michael Hinn, Jay W Tele Follow-Up Comment

"Up Above the World So High" ted out his geetar and frau Margo was the title of the "Goodyear TV playhouse" show on NBC-TV last play sunday 1221 and the play was tainment values and meaning. They tagged well since it left viewers even caused themselves to lapse on searching for clues anent its meaning and possible hidden significance.

Yanga Arth.

ing and possible hidden significance.
Certainly, taken at face value cripter Greer Johnson told a bity, uneven tale that couldn't even be rescued by a fine performance by Enid Markey in the role of Miss Totsi who gets her "second sight" by spying on her neighbors via a telescope.

The biggest trouble with "Up Above the World So High" was its inconsistency and lack of motivation. One never quite knew why certain things were happening or why people were acting in their own peculiar way. Climactic explanation, which had Miss Markey harking back to her youth the father thought of her as someone who should live alones was implausible and spoiled what effects Miss Markey did well in a difficult role as a cheefful recluse who.

had been created.

Miss Markey did well in a difficult role as a cheerful recluse who aids in her unveiling as a peepingtom by leaving her home to take part in a court fight. Her characterization wasn't always compatible with her part, but that may have been for the best since it occasionally introduced life where the script had decreed potential here. castonally introduced life where the script had decreed potential boredom. Edgar Stehli as the judge had an unthankful part but carried it off well. Dierdre Owens as the naive girl came up with a flat performance that sporadically caught the mood of the character.

Betty Sinclair as the straight-laced sister did okay, and David Anderson registered strongly with a fine bit as the clumsy delivery boy. Murray Hamilton did a rontine job as the psychiatrist. Delett Mann's direction was fitfully

boy. Murray Hamilton did a ron-tine job as the psychiatrist. Del-bert Mann's direction was fitfully interesting but on the whole lacked distinction. Perhaps he snoutu have aimed more for fantasy or sature. As it was, the show hovered somewhere between melodrama and comedy. It defeated itself in its indecisiveness.

The show is still the payoff in This Is Show Business." CBS-TV stanza last Tuesday (17) could hardly have had more change of pace or achieved better appeal within the allowed budget than in the usual three, turns presented. First off, a "new" singer, Betty Johnson, who handles the peddling for Borden's on "Treasury Men in Action." This was flee chirp's long-wanted major showcaser as a performer and it shouldn't be her last. She has that videogenic quality, good deportment and a musi-comedy voice that expresses itself meaningfully. Her "Tenderly" was a good choice for display of those upsweep pipes. It isn't every thrush who will dare the difficult tune and it can sound hammy in other throats. Miss Johnson gave it rich yet properly subdued treatment.

Harvey Stone middled with his one-liners and comedia continuity.

other throats Miss Johnson gave it rich yet properly subdued treatment.

Harvey Stone middled with his one-liners and comedic continuity. He's one of those funsters who builds gradually, and is sure and steady in the process. Already ahead as far as text is concerned, he wrapped up solidly via a "Wife Behind the Man" ditty that's rizged to show biz names and structure of the structure. Closers were Chiquita & Johnson, European dancers playing the Music Hall, N. Y. This is a sock ballet-adagio-acrobatic turn with graceful looker also handling fans in the spirited whirlaway innings. Partner is equally facile and authoritative vis-a-vis Chiquita's gam and torso maneuvers, and both have sterling appearance. Gal's one-foot spin is a gem. Carrying the panel burden on the "problems" were Sain Levenson, as regular, and guests Jasqueline Susann and Morey Amsterdam, latter subbing for George S Kaufman. For one of the few times in the Irving Mansfeld setup, the panelists took a serious note in answering the terp team's query. "What is the thing flat makes Americans so proud?" Seems a good idea to get away from the coldblooded jokes and potter once in a while.

"American Inventory" came.

"American Inventory" came, forth with an unisual pattern last Sunday (22 on NBC-TV by having a show biz family as the living room centerpiece for a pre-Thinks giving stanza. In the persons and words of Eddie Albert and wife Margo, plus son Arthur serving as the focus, the half-hour kannie came alive with warmth heartiness and altozether delightful informality, with that turkey dinner ever hovering offsereen to the extent that it could be tosted and that fireplace with shooting tongers of flame was a gemt. Albert trot-

lyrics here and there to fortify the informality pitch.

Young Arthur was in there largely for what he is—a nice young man with obviously good breeding and with no sense of hamminess in his makeup. Albert turned to such items as expostulating on John T. McCutcheon's annual "Injun Summer" cartoon and text from the Chi Tribune, culling appropriate excerpts from standard books and throwing in nostalgic words on his Minneapolis boyhood. Margo, who for mysterious reason isn't seen much in television, where her grace, looks, talent and articulateness would produce an immediate score, was strictly sockola when reading a morning prayer written out for Arthur and which begins, "Lord, make me an instrument of Thy peace"; then changing the pace with a lively recitative on "When the frost is on the pumpkin." It was geetar and folderol as the trio, with Arthur getting in his licks, lifted their voices for "Over the River and Into the Woods."

Albert's most scrious note—when he did decide to go straight

lifted their voices for "Over the River and Into the Woods."

Albert's most serious note—when he did decide to go strarght —came with cullings from "Words to Live By," which was right up to date in the text on self-criticism and self-abasement of nations against the pride of being an American and "proud of democracy as the best form of society that man has dreamed." Margo did a lovely Mexican tune as she sat on the floor and Albert joined in with the harmony for a warming bit For the finish, Margo spoke the words of "America" and managed to express the beauty of the lyric as Albert hummed it down the middle, and then came an offscreen chorus for the snapper as the camera panned down on the mouthwatering dinner table. Show was via Alfred P. Siom Foundation in co-op with NBC tele, with Bill Hodapp producing and John Goety directing.

Ed Sullivan got a great deal of variety in the Nov. 22 edition of "Toast of the Town" on CPS-TV Although it was a layout that didn't carry a load of names, the entertainment values came off mit near the end when it seemed that one more act would have turned the trick in making this a completely successful show.

One of the highlights was the teledebut of Kid Gavilan as a songand-dance man. The welter champ, backed by the Facundo Rivera Quintet, is fairly nimble on his pins, and his voice is serviceable. Artistically, he's overshadowed by the quintet, who must provide the bulk of the entertainment. He mambos with one of the Cuban gals in the Rivera turn to give him a good sendoff.

Another act of interest is Nora Kovach & Istan Rabovsky, the husband and wife ballet team that look a powder from the inon-curtain countries. Team has a good commercial sense. They showed excellent leaps and spins that brought frequent applause. Their straight terp passages held comparing the lad to Nijmsky the emecas said "The girl is just charming," thus implying that the terpade" show, is a pleasant sunger, but on her first attempt, got a bit of over-production with "Lover Come Back to Me." Setting and initial bars indicated a dramatic rendition, and when the song went hythmic, it seemed that Miss Collins was struck with a severe trench coat outiff that seems to be one of the clickes in the comball dramats. Miss Collins similarity didn't seem the type for "Mon I Love"

The delights of the show were centered around Georgie Raye's psychiatry bit, and Robert Lamouret's ventriloguy Kaye, doubling from the Versailles, N.Y., has a funny routine on mental medico. "And Lamouret's bit with the duck was excellent.

Program was completed with the drill team front Ft. Monimouth, N.J., in a military flamence with guns

With Michael Hinn, Jay Watson, announcers; James H. Smith, Jr., Dr. Frederick C. Durant 3d. Gen. Robert J. Smith, others Producers: Hinn, Watson Director: Andrew Sidaris 73 Mins; Sat., 145 p.m.
DALLAS COUNCIL ON WORLD AFFARS
WFAA-TV, Dallas
Final event of a local Airpower Symposium, Nov. 19-21, attended by top military brass, including Gen Nathan F. Twining, U. S. Air Force Chief of Staff, was this televised "Parade of Air Power," 75-minute live show from Hensiev Field, to commemorate the 50th anni of powered flight
Billed as the most extensive show of modern military sureraft ever seen on TV, it could very well take such honor. Unusual show, produced and annotheed by WFAA-TV's news editor, Michael Hinn, ex Royal Air Force pilot and al.t. Col. in the Texas Air National Guard, and tele station's program director, Jay Watson, made impressive viewing for those who didn't listen to ground interviews of top military figures between pickups of aircraft in flight, which caused abript delays as planes represented low over the field
Alloxancers made for spontanesous and necessary interruptions by air showings, program's continuity was exceptionally good, with Hinn and Watson, via portable came ras and mikes, interspersing interviews with James H Smith, Jr., assistant Secretary of the Navy tothard of the program of the Navy tothard of the program of the Navy tothard of the

DINNER WITH THE PRESIDENT LIFE WITH FATHER INNER WITH THE PRESIDENT //
(IN Pres. Eisenhower, Ilenry Edward Schultz, Lucille Ball, Desi
Arnaz, William Frawley, Vivlan
Vance, Thelma Ritter, Lilli Palmer, Rex Harrison, Eddle Fisher, Jane Froman, Jackle Robinson, William Warfield, Ethei
Merman, Richard Rodgers, Oscar Hammerstein 2d, Helen
Hayes, Walter Cronkite, Ben
Grauer

The Anti-Defamation League of the Briat Brith racked up a solid showmanship score by surrounding its America's Democratic League wavard for 1953 to President Eisenhower with an all-strr lineary of socko falent. The League got its message across in spides, and the way it did it, mode it easy to take. Show was aired Monday 23a under the eatch-all tag. "Dinner With the President." It was picked in live from the Maxilower Hotel, Washington, by CIS-TV of 7 g to and shown later in the evening via kinescope by the other webs.

Merman, Richard Rodgers, Os-car Hammerstein 2d, Helen Hayes, Walter Cronkite, Ben Grauer Producer: Martin Manuils Director: Byron Paul 60 Mins; Mon. (231 ALL NETWORKS, from Washing-ton

LIFE WITH FATHER
With Leon Ames, Lurene Tuttle,
Ralph Reed, Freddie Leiston,
Ronald Keith, Harvey Grant,
Dorothy Bernard (permanent);
Richard Haie, Mary Adams, Don
Beddue, Mary Lawrence, Maurice Marsac; announcer, Bob Lemond; Eud Gluskin orch
Producer: Fletcher Markle
Director: Joh. Claar
Writer: William Roberts
30 Mins, Sun., 7 p.m.
S. C. JOHNSON & SON
CBS TV, from If wood,
(Noeddinm, Londs & Brorby)
A fate seasonal entry in TV's well
saturated domestie comedy stakes, saturated domestic comedy stakes, Life With Father" will have a rocky road to traverse in its bid for attention as the televersion of the most darable theatre saga of modern times its chief rival at 7 o'clock is the "Paul Winchell Show" on NBC less than a sensation but "Father" does not seem man enough to wield the lethal oxe, if the opening is any tipotf

the President "I was picked in the President by the Maythower Hotel, Washinghom, by CBS-TV, at 7 g in and shown fater in the evening via kinescope by the other wobs.

Highinghts of the stanga, outside of the show lor array, were the informal camera shots of the beswigs sected around the diming tables of the Maythower's ballmoon. Camera ruiamed with a sharp eveneration some of the ghests as their names came in in the nameration or watching the grosts watch the show emanating from the stage. For ereleb-constous adult of the show emanating from the stage. For ereleb-constous adult of the show emanating from the stage. For ereleb-constous adult of the show emanating from the stage. For ereleb-constous adult of the stage 1401 went of a shot showing linu enjourable part of the increasing and their of a shot showing linu enjourable part of the increasing and them of a shot showing linu enjourable part of the increasing and them of a shot showing linu enjourable part of the increasing and them getting a 1th friend someone seated reed to him that "they're talking and the produce sense and viting the hour were was mentioned. Clief Ju-dice. Fell Warren and Justices Felly Frieds, increasing the linus of the produce of the stage and spectorial resident was an interville blocked out by an intra-law and the produce of the stage and spectorial resident was anothered but saffice and to decrease and spectorial resident was anothered but saffice and the more complex and subtle trains toward achieving color perfectiving the more complex and subtle trains toward achieving color perfectiving the more complex and subtle trains toward achieving color perfectiving the more complex and subtle trains toward achieving color perfectiving the more complex and subtle trains toward achieving color perfectiving the more complex and subtle trains toward achieving color perfectiving the more complex and subtle trains toward achieving color perfectiving the more complex and subtle trains toward achieving color perfectively and the more complex an

in their approach tayard the lind order. An extract the it would have been at unjust if the leads and support in the and input as in a three were no and turnines in a tractional selection of the line. The violation of the line is a support of the

Color TV Review

COLGATE COMEDY HOUR

COLGATE COMEDY HOUR
Donald O'Counter and, the Colgate Coundy Hour registered a
"first" for TV when the Sunday
night 8 to 9 NBC-TV showcase, under special FCC authorization
prior to official adoution of color
standards, became the first compatible color telegast of a sponsored network program. For the
occasion, NBC re-bonded in kind
with a 60-minute visual treat uncluding a single timited Colgate
commercial on behalf of Halo that
demonstrated beyond doubt the
qualitative aspects of "rainbow
video".

To the several hindred persons witnessing the Colgate display in monitoring booths at the Center Theatre N Y show oriented from NBC's Colonial Theatre "color laboratory" in Manhattan, the tinted-up "Comedy Hour" provided some exciling values when contrasted with black and white as usual under the NBC-RCA compatible system regular home viewers saw the show in a heightened monochromatic definition.—Weighed solely as a Colgate pro-

initial bars indicated a dramatic rendition, and when the song went rhythmic, it seemed that Miss Collins was struck with a severe trench coal outfit that seems to be one of the cliches in the cornsall dramats Miss Collins similar last month; but all of it ball dramats Miss Collins similar last month; Not all of it ball dramats Miss Collins similar last month; Not all of it ball one. The delights of the show were centered around Georgie Kaye's psychiatry bit, and Robert Lamouret's ventrilogus Kaye, doubling from the Versailles, N.Y., has a funny routine on mental medicorand Lamouret's bit with the duck was excellent.

Program was completed with the program was completed with the program was completed with the drill team from Ft. Monnouth, N.J., in a military flamenco with Juns.

Sullivan appearance it seems of that he had a valid cose of hiele again t the cameranan on the celluloid sales spiel.

"Joseph Schildkraut Theatre" on Dudfoht has been quickened, lost some of their earlier 'timidity' range, all doubt was erased that the continued on page 427

"this was it"

It's obvious that as time goes on the more complex and subtle fone toward achieving color perfection will also be mastered but suffice that on this particular premiers show all the remaining colors whether the method of the refinements of hading have not yet been computed as was mainly evidenced in the skin tones, the overall advances into the rainbox spectrum would certainly seem to justify the big pick.

The stationary quality of the camera work was most perceptible in the first ball, devoted principally to the O'Connor" angle" and the meyitable Sid Midler beaming for the sungariting bit. So much so that it seemed to inhibit O'Connor's performance. Also the little half cheesecake diplay had an amateur quality, the de me to meroduce all the color, yas the chorus line making for ominary institutive and maritistic production. Thus far the major lack appears to bie in the blending of creative production values with color technology!

It was when the O'Connor Miller.

production values with color better mology?

If was when the O Connor-Milled duo cut loses with their variation on a "Colgate Dramarle Hour" Martin & Lewis in Death of a Salesman "Abbott & Cottello in Talmile?" Almoy Durante as Cyrann and Edwin Booli Cottor in "Cosesar and Cropatia" with a Soppie Tucker assist that the stanze became glood consoly with the assorted plonage enhancing the insted values.

Dorothy Durdridge had her big moments in a brace of time. If This Isn't Law and Taking a Chance on Love with the latter her standout bit Perhaps the new difference to obvious advantage of color overlibrations of the through the new dimension. It was the closing tenement in the blue robon round the color package. For here both the camers and the pertonners lost their self-consciousness, and the street scene and the dancers were gaver and a strightly in the complaint was her electronic hotfoot.

Wall Ross and Randi Allen Streets 15 Mins, Sun, 3(15 p.m. 15 M nology.)
It was when the O Connor-Miller

MY SISTER AND EYE With Ross and Randi Allen Director: Tom Weatherwax 15 Mins, Sun. 3(15 p.m. PMACE PIANO CO. KGO-TV, San Francisco

If you
haven't
yet looked
into this



The MBSunday Plan for 1954

you may be missing all this:

Extension of Mutual's week-night Multi-Message Plan (outselling all other network plans combined) to 4-7 pm Sunday (when we outdraw all other networks in audience).

3 all-time mystery favorites (with an aggregate 45 years of solid sales performance behind them) established in a 3-hour block of proven programming...offering unprecedented opportunity for multi-message selling in '54.

4:00 Counterspy

4:30 Nick Carter

4:55 News

5:00 The Shadow

5:30 True Detective

6:00 Bulldog Drummond

6:25 News

6:30 Squad Room

This is just one example of how The PLUS Network has geared its 48-state reach to the practical sales problems of 1954. Day or night, all week long, we can bring new flexibility, efficiency, and economy into the right focus for your needs. Look here:

Get this new Plan Book today!

Full-minute messages available, plus open and close billboards...costs-per-message as low as \$2,000 (including time, talent, agency commission)... homesper-week as high as 5,684,000...costs-per-thousand as low as \$1.06-result: mass audiences at Top Ten Evening levels, delivered at half the cost or less!



MUTUAL WORLD'S LARGEST RADIO NETWORK LO 4-8000, NEW YORK WH 4-5060, CHICAGO HO 2-2133, LOS ANGELES SLOAN SIMPSON SHOW Producer: Geoffrey Jones 25 Mins.; Mon.-thru-Fri., 9:05 p.m. Sustaining WOR. N.Y.

WOR. NA.—Sloan Simpson, whose estrangement from her husband, ex-N.Y. City Mayor William F. O'Dwyer, incured some global publicity, has been given a tough assignment with this cross-the-board p.m. series. A tyro on the airlanes, Miss Simpson is attempting to carry this show with assorted comments on personalities, news oddities, fashion trends, etc., plus interviews with various celebrities. It's the kind of show which is usually given a morning or afternoon slot when dialers aren't apt to be too critical. In this evening time, however, Miss Simpson will have to come up with some potent angles to hold up.

to hold up.

The opening stanza (23) was not particularly impressive even after discoanting the normal preem difficulties. Miss Simpson registers ckay as a smooth and personable gabber but her spiel was a hodge-podge of odds and ends that promised too much and delivered very little. The production technique was not particularly good either. In one case, Miss Simpson was supposed to be welcomed by Grover Whalen in the studio. It was not only an obviously taped interview but the tape had so much traffic noise it sounded as if it had been made in the middle of Herald Square. Miss Simpson's interview with Sam Levenson also had some awkward pauses, saved only by Levenson's quick recovery of the conversational ball. Another tetea-tete was held with Alice Thompson, femme mag editor, on the problem of career women, but it was old hat.

Miss Simpson is also being reconed for a WORATV series. The opening stanza (23) was not

Miss Simpson is also being prepped for a WOR-TV series sometime in December. Herm.

BREAKFAST WITH BROOKS ALFRESCO

BREAKFAST WITH BROOKS
ALFRESCO
With Foster Brooks
60 Mins., Mon.-thru-Fri., 7:30 a.m.
Participating
WAVE, Louisville
One of the busiest and most
versatile of local radio and TV personalities. Foster Brooks, is catching much favorable comment with
a novel idea in disk jockey shows.
Does his airing from atop of steps
of the WAVE Building on one of
the town's main streets, waves
greetings and chatter with passing
motorists, with records interspersed. Brooks, also a competent
baritone vocalist, occasionally
sings snatches of the tunes, and
generally has a good time throw,
ing ad libs and receiving answering hand waving from the downtown headed traffic.
Vet of lengthy annotucing and
dish isola system in Poolsberg and

town headed traffic.

Vet of lengthy announcing and disk jockey stints in Rochester and Buffalo. Brooks finds time to work in 10 weekfy TV stints, one of the daily spots teaming with his two-and-a-half year-old daughter. Trny miss who by now is a TV vet, started with her daddy when she was 17 menths old. Idea of the alfresco stint brought offer from the Buffalo station with which Brooks was formerly connected, to come up there and do a similar show but Brooks prefers his job in his home bailiwick.

Home town boy has fun spot-

his job in his home bailiwick.

Home town boy has fun spotting execs and program personnel from competitor stations who pass by on their way to work, and gets a chuckle from the fact that they return his greeting, although a mite embarrassed to tip off that they are listening to "Brooks Alfresco." Foster has anticipated coming of cold, sleety, weather and is on the prowl for a pilot suit or Navy all-weather gear when the weather gets tough, wied.

MURRAY KAUFMAN SHOW Producer-director-writer: Kaufman 40 Mins., Mon.-thru-Fri., 11:05 p.m. Participating WMCA, New York

Participating
WMCA, New York

The peripatetic Murray Kaufman is taking up a studies stand after trying to make a late-hour radio go of it from a couple of Gotham hotels 'Belmont-Plaza and Piccadilly). He's changed nothing but the location so his disk-patter concoction still remains a tiring, unimaginative affair.

Kaufman has a breezy spieling air but he fails to establish any sort of rapport with the dialer. And the material for his disk intros is overlong and not very good. A respite in the platter-chatter pattern comes in the guise of a guest celeb. Kaufman falls down here, too, guiding the guestar through a lot of twice-told chitchal. On show caught Tuesday 177 N Y. Post columnist Earl Wilson shared the Kaufman nike for close to 15 minutes. It wasn't a particularly enlightening session.

Kaufman's sponsors, however, should be pleased with his work. He pounds out each plug like he really means it. Gros.

AMERICAN FACTORS MUSIC HOUR With Ben Hyams 60 Mins.; Sun., 8 p.m. KGMB, Honolulu "American Factors Music Hour," which features longhair recordings, has built an intensely loyar following in the more than 20 years it has been on the air, and especially since Ben Hyams took over as commentator-director in 1947.

Granddaddy of several other programs which cater to Hawali's surprisingly large "good music" audiences, this one rémains the standout, thanks to Hyams' careful selection and comments.

Hyams knows his music; he ought to. For 13 years he was music annotator for CBS in New York, writing continuity for web airings of New York Philharmonic Symphony, Philadelphia Orchestra, CBS Symphony and was commentator on award-winning "Invitation to Music."

mentator on award-winning "Invitation to Music."

Now public relations director of
Holst. Cummings & Myers, Ltd.,
advertising agency, Hyanas has
won Sigma Alpha lota citation for
best music broadcast of year. He
also does commentary on live
sponsored broadcasts of Honolulu
Symphony.

Commercials are institutional
and effectively engender goodwill.
That, after all, is what the program's designed for. Sponsor is
one of Hawaii's traditional "Big
Five" corporations, with many
facets of operation. Bulk of income is from sugar plantations, for
whom it serves as agent i.e., "facthrough subsidiaries.

Popularity of "Music Hour" is

through subsidiaries.

Popularity of "Music Hour" is evident in number of requests for printed lists of fare to be played each month. These are mailed out free.

In setting the standard for this type of show in Hawaii, "Music Hour" indirectly attests fact that good music is a common denominator in cosmopolitan Hawaii, Audlences of all races are attracted and broadcasts hit cross-section of the moneyed-income bracket.

Walt.

OHIO STATE FOOTBALL
With Tom Manning, Joe Mulvihill
120 Mins.; Sat., 2 p.m.
BANKERS' LIFE & CASUALTY,
NESCAFE
WTAM, Cleveland

WTAM, Cleveland
Tom Manning, who has broadcast the Ohio State football games
for over 24 years, is doing business at the same stand this year.
The veteran sportscaster has built
up a loyal following with his knowhow and background of the Buckeye gridders. Understandably, his
long alliance with the Columbus
footballers tends to bring him
closer to the school than to the
adversary of the day. In stanza
caught opposition Purdue put up a
tough battle, and Manning gave
full and due credit to the opposition. A colorful sportscaster, Manning's long years of experience
lends an added flavor to his mike
work.

work.

Joe Mulvihill, assisting Manning with the commercials and colors, does chores with professional ease and pleasant voice. Pair also have welcome knack of tossing airwave back to station for last-minute scores during time-outs and other breaks in the game.

Mark.

ORIGINAL HARLEM AMATEUR HOUR With Lucky Millinder, others Producer: Frank Schiffman 60 Mins: Sat., 10:30 a.m.

60 Mins.; Sat., 10:30 a.m.
Sustaining
WLIB, N. Y.
The entertainment purveyed on
the Apollo Theatre, N. Y., stage on
Wednesday night, taped for WLIB
broadcast on Saturday morning,
can be edited down into fairly
good entertainment. Of course, the
morning hour isn't too appropriate
for some of the hotter items on
this show, but generally, the offerings come off fairly well for
tyro troupers.
Lucky Millinder the headlesdore.

Lucky Millinder, the bandleader Lucky Millinder, the bandleader emcee, sparks the show to a good gait, although some of the stagewaits could be further edited down for a greater impression of speed. Millinder is good at the gab, gives an affable account of himself and has the faculty of making the contestants feel at ease.

testants feel at ease.

As with any amateur show, the listener takes his chances. There were some that looked rather promising and others that should be dispelled of any illusions that they are entertainers. But alltogether its sum total is okay. On the preem session, Joe Loco rhumba or:h provided a torrid mambo.

Show also gives the impression that there's a lot lost with the elimination of the sight. One girl sang what seemed to be an innocent number, but apparently the delivery gave some connotations that caused a lot of audience laughter.

The "Original Harlem Amateur

The "Original Harlem Amateur Hour" is one of the oldest shows of its kind, having originated from the Harlem Opera House and later moved to its present site. The Apollo is the only N. Y. outlet for Negro vaude.

Radio Follow-Up ····

"The People Speak" continues its 15-minute slot at 10:15 p.m. (five times weekly) over WABC, N. Y., without causing too much excitement. Recent sesh caught carried a typical array of subjects, with heaviest leaning toward the

from competitor stations who pass by on their way to work, and gets a chuckle from the fact that they return his greeting, although a mite embarrassed to tip off that they are listening to "Brooks Alfresco." Foster has anticipated coming of cold, sleety, weather and is on the prowl for a pilot suit or Navy all-weather gear when the weather gets tough.

PHILLY WIP SALES UP

12° OVER 1952 SO FAR

Philadelphia, Nov 24.

Local and national sales at WIP increased 12° over 1952 in the first eight months of this year, according to Benedict Gimbel, Jr., president and general manager.

Sales are 21° over 1951, when WIP thought it had reached a peak fixture, Gimbel said. Hereises in the sales record were made possible through additional services and revision in programming panis. Topper is the 22° rise in the sales record were made possible through additional services and revision in programming panis. Topper is the 22° rise in the sales record were made possible through additional services and revision in programming panis. Topper is the 22° rise in the sales record were made possible through additional services and revision in programming panis. Topper is the 22° rise in the sales record were made possible through additional services and revision in programming panis. Topper is the 22° rise in the sales record were made possible through additional services and revision in programming panis. Topper is the selection in food and grocery products advertisers using WIP than the second network station, 35° more than the third web included interview with Gertrade of St. Louis Foster H. Brown, Jr., According to Gimbel, the Broadcast revision, 35° more than the third web included interview with Gertrade of St. Louis, Brown formerly was direction.

Record for the months of this year to the product of the programming panis. Topper is the second network station, 35° more than the third web included interview with Gertrade of St. Louis Brown formerly was directival. Mark.

So the months of the months of this year to the product of

From the Production Centres

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IN NEW YORK CITY . .

Mutual execs staging a farewell party today (Wed.) for Fred Schneier, web's sales development chief, who goes into the Army next week...

Ed Kobak new president-elect of the National Society for Crippled Children and Adults... Gertrude Berg, celebrating her 24th anni-in broadcasting last week, was awarded a citation by the Joint-Defense Appeal of the American Jewish Committee and the Anti-Defansation League for her work in fighting bigotry and in "preserving democrate American rights"... William B. Templeton, Sherman & Marquerte radio-TV director, and Alvin Kabaker, Dancer-Fitzgerald-Sample Lean-TV veep, named chairmen of the radio and TV committees, respectively, of the 1954 Heart Fund of the American Heart Assn... Billy Fields set for a singing stint on George Jessel's ABC show tomorrow (Finis)... Ted Cott got a certificate of appreciation from the Assn. for Coppled Children for his work as chairman of the radio division in the organization's 1953 Easter Scal appeal... Nancy Hamburger, ABC padicity's magazine contact, off on a cruise to Haiti... Arthur "kap" Steloff, former account exec at WWDC, Washington, has joined Ziv. & a sales staffer for the upstate N. Y. region... Si Goldman of WJTN, Jamestown, in town for a short business visit... Anson C. Lowitz, former Foote, Cone & Belding v.p., joined Ted Bates agency as an account exec ... Annual Christmas party of the Radio & Television Executives Society will be held Dec. 16 at the Roosevelt.

Membership pins and \$100 Savings Bonds were given to 112 N. Y. Remoleves of the CRS 20-Year Club At a restrency for the CRS 20-Year Club At each and the American for the page for the CRS 20-Year Club At a restrency fo Mutual execs staging a farewell party today (Wed.) for Fred Schneier

Executives Society will be held Dec. 16 at the Roosevelt.

Membership pins and \$100 Savings Bonds were given to 112 N Y, employees of the CBS 20-Year Club at a network fete last week, with Frank Stanton, Adrian Murphy and J. L. Volkenburg doing the hand-em-out honors. Another 148 staffers in other parts of the country will come in for the boodle . . . For a sendoff on its '54 models, Buick (via Kudner) has bought into CBS, taking Julius LaRosa's show Jan 4 and 6 and "FBI in Peace and War" and "Meet Millie" Jan. 6-7. Latter two shows are on the web's "Power Plan" . . . Radio Ploneers next meeting will be Dec. 9 at Toots Shor, 6 p.m., \$6 per head . . . In the new "Front Page Farrell" sequence are Gertrude Warner, Anne Burr, Lauren Gilbert, Ralph Camargo, Eleanor Sherman, Joy Hathaway, Alexander Scourby-and-Sydney Smith,

Mary Jane MacDougall of WNBC-WNBT press expected back the

Lauren Gilbert, Ralph Camargo, Eleanor Sherman, Joy Hathaway, Alexander Scourby- and Sydney Smith.

Mary Jane MacDougall of WNBC-WNBT press expected back this week after a fortnight of nursing an ankle injured in a fall . . . Morris Novik to Miami for AFL huddles, then to Havana for vacation . . Mary Reid tapped for lead on "Theatre of Today" on CBS Saturday (28) . . . Walking Doll Co., via Duane Jones, has bought "Woman in Love" on NBC for three weeks starting last Saturday (21) plus two shares in "The Big Preview" for the 21st only . . Curt Gowdy has had his pact renewed as Bosox ballcaster. Incidentally, he'll be doing the Army-Navy game for NBC and has been all-seasoning on "Game of the Week" . . Hilda Simms, co-star in "The Joe Louis Story," guested on WNRL, N. Y., today (Wed.) in a "station salute" . . . Bob Drill, Art Brock and Gordon Walsh, WVEC. Norfolk, Va., staffers, to work AFRS show, "Way Back Home," starting Monday (30) . . Burton N. (Bud Zaret has joined Robert Hamner Associates as v.p. in charge of radio-TV and the firm's new product promotion department, after six years of flacking films on the Coast . . Shirley Eggleston into cast of "Modern Romances" on ABC this week . . . Paul Potter has a running part on "Guiding Light" . . Natalie Priest into "Big Story" tomorrow (Thurs) . . Martin II. Percival tapped as manager of NBC Spot Sales (radio) in the Frisco office, having been account exec in N. Y. office since October. 1951.

IN HOLLYWOOD . .

Harry Maizlish is now in full control of KFWB, having bought out his partners. First move was to reward his mainstays with promotions. Sidney Yallen becomes operations director; Morton Sidley, commercial and general manager, and Dan Rusell program and production boss. .. McCann-Erickson's Hollywood major domo, Neil Reagan, hospitalized for throat surgery ... Jim Ameche took over the commercials on Peter Potter's Platter Parade on KLAC so that the town's only transcontinental shellac spinner can devote more time to his KNXT and ABC-TV deejay duties ... Charles Collingwood, CBS' "fireman." came back to his old haunts for a pair of lectures on "Ringside at History." He was given the "fireman" sobriquet because he's always on call for a newsman who may of a sudden become hors du combat ... To the farthest radio outpost of our possessions goes Wally George, KIEV disk jock. Harry Engel shipped him to his station in Guam as manager and to preside over the turntable ... It was a real mortgage lifter when KMPC's Gordon Uhri sold Ideal Mortgage Co. a year's contract for 3.468 spot announcements.. CBS music director, Lud Gluskin, hopped east for chats with his CBS bosses ... Rol Rider of Young & Rubicam was named prez of L. A. chapter of Alpha Delta Sigma, national advertising fraternity.

Carroll Marts, Mutual midwest chief, in N. Y. for home office conferences... Lou (Tex) Frenkel new sales administrator at WJJD replacing Bob Ward... Edmond C. Dollard, Richard Eastland, Paul Harper, Jr., and Walfred Johnson handed veepee stripes at Needham, Louis & Brorby agency... Wrigley gum firm has renewed the Gene Autry and "Johnny Dollar" airers on CBS Radio... "Norm Ross, Jr., hosting a Saturday a.m. record session aimed at the youngsters waw MMAQ... Jackie & Eddie Hubbard have taken over the 7-9 a.m. strip on WJJD, vice Jim Ameche. Platter-chatter show will originate at the Hubbard's Glenview home... Eddie Bracken and son Michael will guest on CBS' "Quiz Kids" Sunday (29)... Public service transcribed "The Doctor's Story" produced by Northwestern U. and the American Osteopathic Assn. being offered stations for cuffo airing. Package of 13 quarter-hour shows were scripted on Edgar Bergen CBS show on Dec. 6... Tom Miller and Bob Gilbertson added to the Harrington, Righter & Padsons selling stable... Bill Homan switched from ABC's research staff to NBC's network promotion department.

IN MINNEAPOLIS . .

KSTP-TV first of Twin Cities' stations to announce its New Year of Day football bowls' video schedule. It'll carry both the Cotton Bowl game from Dallas early in the afternoon and the Rose Bowl contest from Pasadena, which doesn't start until 4 p.m. Minneapolis time, following the Dallas tussle. In the forenoon the Tournament of Roses parade network telecast will have its local outlet through KSTP-TV. U. of Minnesota students' team, which already has won three \$500 scholarships on NBC's "College Quiz Bowl" radio show, carried here by KSTP, was a contestant for the fourth successive week, opposing U. of Pennsylvania, last Saturday (21) because of its three previous successive victories over Northwestern, Radeliffe and Wisconsin Universities . . Cedric Adams' dinnertime radio show, "A Little Talk, back on air over WCCO three nights a week under Pure Oil sponsorship . . For the second time this season, two local TV stations, KSTP and WCCO, carried telecast of a U. of Minnesota football game, that with Wisconsin Saturday (21), in area, NCAA permission having been given because it was a sellout, attracting 64,000 at \$3.60 per ducat KSTP-TV followed it with the NCAA "Game of the Week." UCLA vs. Southern California out of Los Angeles, local contest being over by time latter started. Other Minnesota game televised locally this fall was that with Michigan State. Contest with Michigan also became a (Continued on page 40)

Vidpix Reviews

ness. Francis Sullivan has the to back up his dirty work, amplished heavy, and Horace thon, true to type, is the perpototype of the man from marters. Ted Post gives i Kraike's staccato script a de.

CELL 14
(Jewelers' Showcase)
Hollywood.
Hollywood.
Gil Raiston and Arthur Ripley.
tol. Lew Landers; teleplay, Lester with Jr.: camera, Stuart Thompson; address Alfred De Gaetano and Reynolds. Aunning time, 39 MiNt.

of cook. Jr.; camera. Stuart Thompson, and illant Reynolds. Running time. 30 MINS.

When an 'old pro' like Lew Landers gets hold of a story like this one, he must smile to himself as he flips the pages and knows where he's going before he's half-way through the script. He's probably made a hundred or more of this type of picture in all his in a day's work. But the pro touch its so evident in this meller that it's is picture, and a good one.

Story by Lester Cook, Jr., is old hat and the performers are second team statwarts, albeit competent to their tasks, but it's the direction of Landers that gives the play a full head of steam. Steve Brodie' is flamed on a murder rap by an old partner-in-crime, Paul Langton, and they face up to each other in Cell 14 Brodie tortures him with sadistic delight until the evidence turns up to free Brodie and send Langton to the hot seat.

Much of the footage flashes back to the happier days of Brodie, who breaks with his criminal past and ever lovin' wife, Phyllis Coates. It's understandable why she shows up more often than other femmes in telepix. She's both a looker and can act, which is a parlay any producer will buy a ticket on. Emothoral impact and mounting suspense race along like a stable entry and hit the wire with exciting tingle.

Brodie and Langton were cast from a type roster and meet all the standard requirements without too much of a strain on their capabilities. The others are mostly

guardians of the stir or the public morals.

On one of Langton's heist jobs he made off with \$12,000, with which he could have bought the best watch made by the sponsor, Hamilton.

Helm,

THE TIGER'S TALE
(Cavalcade of America)
Production of the Matter of the

In the long line of documented dramas turned out by a half dozen telepix producers for DuPont, this treatment of Boss Tweed's autocratic rute over little of New York must be rated with the best of the "Cavalcade of America" collection. It is accomplished not with known marquee names or exaggerated heroics but with first rate production by Gil Ralston and Arthur Ripley, Entertainment values, genrally lost in previous attempts at authenticity, ride high through a taut and suspenseful unfolding of the greatest political fraud in our history.

Ralston and Ripley took in hand a powerful script by N. Richard Nash, turned it over to Robert Stevenson for direction and put Georgia Johnstone to work casting it. All performed notable contributions. Run-your eye over the cast leads and your immediate reaction is that they must have been recruited from a directory of 'left fielders." But it's their skilled pretending that gives the piece its lively action and strong impact.

Story is that of Tommy Nast, a cartoonist for Harper's Weekly, who made Boss Tweed the laughing stock of New Yorkers and broke his iron grip at City Hall, in the courts of justice or wherever a fast million could be made by the mere pulling of a string. Nash much preferred to draw pictures of Santa Claus for his brood of kiddles but his caricaturing of Tweed with the face of a voracious tiger won him such wide acclaim and personally appealed to his

sense of decency that he kept ever-lasting at it in spite of threats, bribes and blackmail. He finally succeeded in driving him from NY, and out of the country to the ignoble end as a common seaman. Only false note was Tweed's ofter of \$5,000,000 to buy off the NY. Times editor. In those days he could have bought the paper for that much loot, a mere trickle in his \$100 million steal. Robert Cornthwaite as Nast. Howard Freeman as Boss Tweed, the chief motivators, and inciden-tal abettors, give impressive por-trayals. Stevenson's directing is tight and firm and technical credits are contributory to the memorable presentation.

AS THE FLAME DIES

(Ford Theatre)

Filmed by Sceen teems for Ford Of Walter Thompson: Producer, Irving School of Producer, Irving and Jerist Sackbeim, Capital School of Producer, Irving and Jerist Sackbeim, Capital School of Producer, Irving and Jerist Sackbeim, Capital School of Producer, Irving and Producer, Irving School of Producer, Irving School of Producer, White School of Producer, White Books, School of Producer, P

Producer Irving Starr has whipped together an entertaining concection of hard-hitting dramatics here, with Barry Sullivan and Sylvia Sidney giving excellent portrayals in the lead roles. The drama involving two medieco when one, a femme, is suddenly ill with a heart disease which gives her a comparatively short time to live, is well-played and aided by the sensitive direction of James Neilson. When Miss Sidney realizes she has a fatal illness, she resigns her hospital position, and in utter despair attempts suicide, but is frustrated. Sullivan snaps her out of it, and here the script gets a bit corny, but emerges quickly to end with the pair going get married, and the male doe holding out a wisp of hope she will be saved by "a miracle."

Teleplay by David Victor, Herbert Little Ji, and Jerry Sackheim was ragged in spots but sustained interest.

St. Louis—The Texas Co. is cur-

Marx Sees All-Europe TV Link By June, '54; Germany in Lead

linking key European countries via microwave by June, 1954, was enmicrowave by June, 1994, was envisioned by Ernest A Marx, DuMont's International Division director, although noting it would be
virtually impossible for U. S. receiver manufacturers to cash in on
the foreign market.

Although claiming that TV sets sales were "thriving" in many European countries, he stated that European firms were turning our receivers, antennas, and even transistors in sufficient quantity to nix any American manufacturer's hones. hopes.

"Only in Italy," he said, in summing up his TV survey, which took him to nine European countries, "are they importing U. S. receivers on a large scale."

on a tyrge scale."

Marx hinted of a strong need for studio equipment and cathode ray tubes but believed future expansion of a European network would 'not match growth in this country due to lower consumer buying power, lack of commercial programming and the existence of varying TV systems."

According to Marx Coxt. of a TV

varying TV systems."

According to Marx, cost of a TV receiver represented eight month wages for the average European. A UNESCO plan whereby video the atres are set up in European cities with audience admitted gratis will probably solve the situation, according to Marx. If UNESCO's plan is successful, he said. European video would take a decided commercial swing with governments footing 50°, of the program ents footing 50°, of the program

develop

Summing up his tour of key European countries. Marx placed Germany in the video lead with government planning 22 stations, including UHFers. Although Marx noted that Sweden was developing video color, the DuMont director stated it was in the experimental stage and not on par with color systems developed here.

As for smaller European countries.

As for smaller European countries, Marx claimed Norway had one experimental station, while tries, Marx claimed Norway had one experimental station, while Denmark, Holland and Switzer-land operated single stations.

For the Record

New York

Editor, VARIETY

In a recent issue under the beading "Inside Stuff - Televibeading "Inside Stuff - Televi-stom" you refer to me as having once been Public Affairs Chief of CBS. In a letter to you. Edward L. Bernays wrote "We (meaning Bernays) induced Bill Paley of Co-lumbia to hire him as a Public Relations Assistant."

According to Marx, cost of a TV receiver represented eight month wages for the average European A record straight, I was never Public Affairs are set up in European eities with audience admitted gratis will reduce admitted gratis will reduce admitted gratis will reduce a second of the stration, according to Marx. If UNESCO's plan is successful, he said. European video would take a decided commercial swing with governments footing 50% of the program cost.

Other problems confronting the video network include varying line systems which force manufacturers. Marx noted that England had a 405-line system, while France had an 819 and 524-line system. Haly had developed a 625 line system. Taly had developed a 625 line system. Taly had developed a 625 line system. System while France had an 819 and 524-line system. Marx couldn't say

Immitte to hire him as a Public Relations Assistant.

In case you care to keep the record straight, I was never Public Affairs than 1 km succording to Marx in the field me so when he hirred me as a Public Relations Assistant.

In case you care to keep the record straight, I was never Public Affairs than 1 km succording to Marx in the Mall Paley hired me as a Public Relations Assistant.

In case you care to keep the record straight, I was never Public Affairs had in the Affairs than 1 km succording to Affairs and I was never Public Affairs of CBS, and if Mall was never Public Affairs had in the Affairs than 1 km succording to Affairs than 1 km succording to Affairs than 1 was for sales, programs, or any other department or activity.

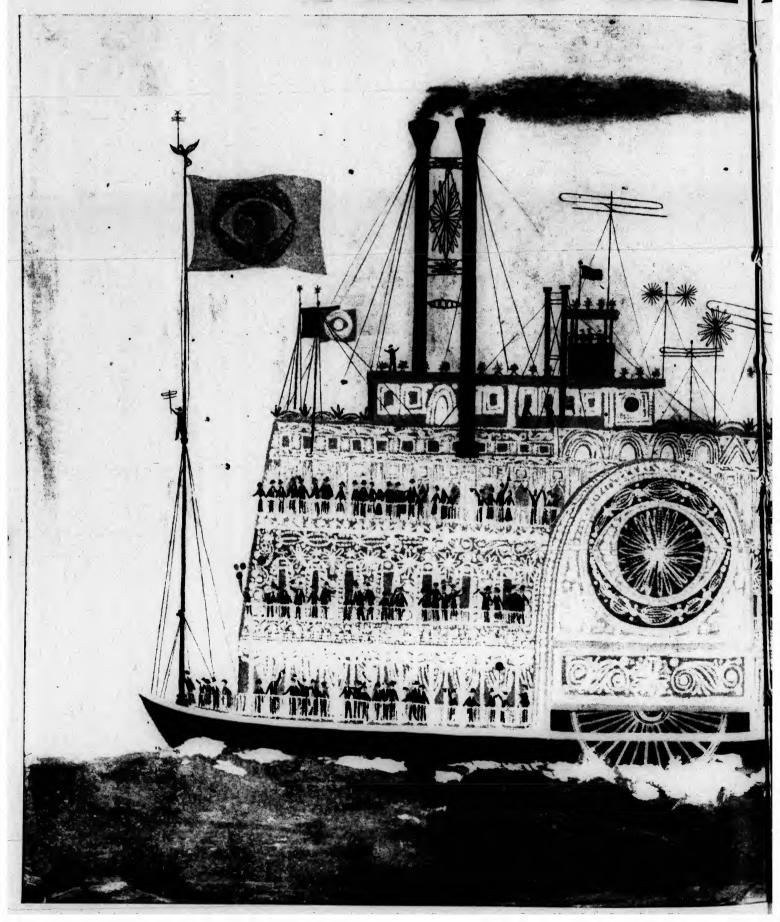


έπαείδω That's Greek for charm-and Venus is the gal who's loaded with Emariou -the kind that wowed the folks way back when. But that was before television! Today, folks prefer to be charmed by "live" talent-top performers like WIW-D's Neal VanElls, Betty Ann Horstman and The Arvie Recore Duo. Consistent top ratings for 3% years, prove it. No wonder WIW-D has so much to do with guiding buying habits in Dayton's rich, industrial market. So when you buy TV time in

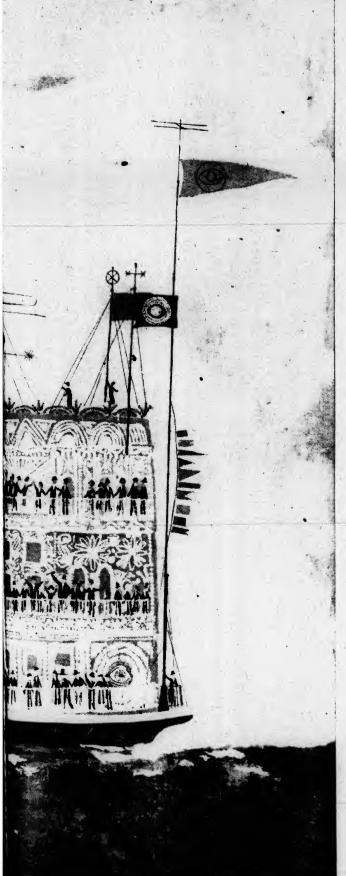
dayton's favorite

GROSLEY PROADCASTING CORPORATION

THEY'RE



ALL ABOARD



The new season is around the bend, and in full view.

With all the shows of all the networks back on the air, CBS Television is again off to a fast start—as the November study of program popularity reveals:

It leads at night with seven of the Top Ten and a 21

per cent higher average rating than any other network.

It's ahead during the day—with *eight* of the Top Ten—and an average rating higher by 35 per cent.

This popularity has specific meaning for advertisers.

For it's a measure of competition in the markets where
you can best measure competition—in the major markets
where networks compete...and the audience has
a choice of what to see.

Bringing this popularity into more and more markets, the CBS Television Network has grown from 74 stations last year to 156 today. And our sponsors are using an average nighttime network that's bigger by 68 per cent.

This ever-widening popularity explains why advertisers' investment on CBS Television is bigger than on any other network during the first nine months of 1953—and bigger today than ever in television history.

CBS TELEVISION

Trendex; Nov. 1-7, 1958

Television Chatter

New York

To kick off her fourth year on WCBS-TV. Margaret Arlen wiil

WCBS-TV. Margaret Arlen will give over her entire Turkey Day stanza to a documentary on the Salvation Army in an unusual programming setup for the holiday, when other shows take a more orthodox route. She'll interview officers of the organization. . . Art Carney, Jackie Gleason's jack-of-all-trades, has been bagged to play role of George Axelrod in latter's comedy documentary "Confessions of a Nervous Man." based on his post-opening night experiences with his B'way legiter, "Seven Year Itch." to be given on CBS' "Studio One" next Monday (30).

experiences with his B'way legiter,
"Seven Year Itch," to be given
on CBS' "Studio One" next Monday (30).

Arlene Dahl, who cancelied out
on Bob Hope's rehearsal-in-color
and regular show last week because she couldn't take the grind
(film actress has been playing
Roxane in Jose Ferrer's legit production of "Cyrano de Bergerae"
at the City Center), is slotted to
guest on NBC-TV "Arthur Murray
Party" next Monday (30). Ray
Abel, staff director at WABC-TV,
has been upped to executive director at the station. Radio-TV
scripter Osmond Molarsky joined
the writing staff of N. W. Ayer &
Son's radio-TV department.
Legit producer Volla Rubber rejoined Claire Mann Associates as
producer of WABD's Claire Mann
daytime show. Tom Carroll,
producer for Gross-Baer on three
of their shows, goes into the Army
today (Wed.) Robert Q. Tiedje,
director of sales promotion and research in the N. Y. office of George
P. Hollingbery station reps,
switched to the same firm's sales
staff. Whitney Ellsworth, exec
producer of the "Superman" film
series, left for the Coast after
three weeks of huddles in N. Y.
Charles Siverson of WHAMTV, Rochester, in town. Ditto
A. J. Bauer of WINK-TV in Ft.
Myers, Fla. and Robert Morrison.
commercial manager of KCRI-TV.
Cedar Rapids, Iowa. Robert
Max joined the Kagran Corp.'s
merchandising department. He was
formerly assistant sales promotion
ing this week in Jacksonville, Fla.
Thesper Jack Larson in town
for live video stints after a string
of filmed appearances on the Coast
Donald Ledeyar named to the
national field engineering staff of
CBS-Columbia . Four and a
half year-old Stevie Goldberg now
on the panel of Barry, Enright
& Friendly's "Javenile Jury"
Gene Sultan set for cast of "Personal Appearance" on WABC-TV
Sinday CBO.

Philip Hepburn, juve star of
Metro's "The Bright Road," into
the cast of the "Janet Dean"

show Friday (27) on NBC-TV Coca Cola Bottling Co. of N. Y. wili stage a Christmas party Dec. 20 at the Waldorf-Astoria for its employees and their families and a Coke-talent show is on the agenda with a half-hour remote by WNBT some time between midnight and 2 am

Hollywood

Arthur Ripley, who exited as producer at Sovereign some time ago, plans to set up his own TV company. Eastern Columbia sponsors "Million Dollar Movie" on KLAC-TV for run through Feb. 8. Bill Phipps in Revue's "Shadow of a Man," sixth role for the company. Flying A resumes lensing on "Annie Oakley" Nov. 30. Television Writers of America meet tonight (Tues.) for annual election, with Arthur Stander unopposed as national prez, while Joel Murcott and Hugh Wedlock are candidates for the regional prexy post. John Bainbridge and Julian Harman planning series, "Know Thy Neighbor". Irving Pichel directs "With This Ring." for Jerry Fairbanks . Lucille Bail, Desi Arnaz, Gale Storm and Charles Farrell sponsor thank-you bail for RTRA at Hollywood Palladium Dec. 7. . Arthur Alexander back from biz trek

Chicago

Chicago

Allis-Chalmers, for the sixth year running, picks up the tab for NBC-TV's hour telecast of the championship judging of Chi's International Live Stock Exposition Dec. 1. Reinald Werrenrath will produce and direct with Everett Mitchell and Mal Hansen, farm director at WOW and WOW-TV. Omaha, handling the commentary. . . Chi Television Council voted a \$200 contribution to educational TV's Channel 11. Burr Tillstrom and associates will headline the Council's annual Xmas party Dec. 16. . Dorothy Miller, former WBBM education director, now sales promotion director at WFTL-TV, Ft. Landerdale, Fla. . . Tom Duggan slated for a daily afternoon show on WBKB . . Nelson Case in from N.Y. to narrate film blurbs shot at Atlas Films for insertions by Greyhound on its "Omnibus" segment . . Interior designer Paul McAllister guesting on Lee Phillip's "Shopping with Miss Lee' via MBBM-TV today (Med.) . Don Herbert, the Mr. Wlzard on the NBC-TV show of the same name into Gotham next week for appearances on "Who Said That'" and "Today." Moppet-angled science show has been renewed by the Cercal Institute for another year . . Brano Furniture & Appliance Center bought WNBQ's late evening feature film Monday nights.

VARIETY FASHIONABLE WEDDING

Swiss House Ringing Bell With Tillstrom-Inspired Puppetry

Fashion and video exchanged vows this week for a two-way promotion as Lanella Corp., a N. Y. inouse which imports Swiss fabrics, kicked off a new showroom with a three-day couture presentation employing puppets instead of the conventional live models. As at most weddings, this one was virtually a family affair, at the company's Madison Ave. "theatre." Show's story treatment was suggested by Burr Tilistrom, creator of "Kukia (Fran) & Ollie," and the impresario of Lanclia's "The Lamb & 1" is Don Sahin (Sahin's Puppets), a close friend of Tilistrom's and his ex-associate. Sahin also is engaged on the stop-action phase of Michael Myerberg's upcoming feature film, "Hansei & Gretel." motion as Lanella Corp., a N. Y.

"Hansei & Gretei."

"Lamb" was produced and staged by Robbie, fashion coordinator for Laneila, and she's prepared a showbill that, in addition to the usual credits and ads. plugs the concert appearance of Oliver J. Dragon at Town Hall-tomorrow (26) night. This will be the prehensile toothman's baritone debut, assisted by the Kuklapolitan Players and featuring "St. George & the Dragon." Robbie is heading up a Laneila contingent that will ina Lanella contingent that will invade that temple of culture to be in on "Ollie's Follies."

NBC-TV 'Watchdog'

the formation of the Committee of Nine which has skedded a meeting with NBC Dec. 11 to clean up some of the problems brought out at last week's conclave. One of these issues was the frequently heard complaint from the so-called optional stations that the practice of selling shows to a bundle of participating clients works to their disadvantage in that if one or two of the advertisers don't want their particular market the show bypasses them. In short, when a program is bankrolled by a single sponsor the optional outlets not covered in the "must buy" category have only one client to sell on the worth of their market but if the show is shared by a group of advertisers the station's selling job is automatically tougher. With so many new markets opening up, and many of them in the UHF spectrum, this affiliates selling to network advertisers along "include us in" lines has reached a fever pitch.

But despite a few beefs here and there the affiliates decamped in a

has reached a fever pitch.

But despite a few beefs here and there the affiliates decamped in a unique "onwards and upwards together" spirit. The NBC stakeout in the color-future was not a minorfactor in their endorsement of the network's general conduct, And the "lay it on the llne" presentations by the NBC delegation (Weaver, John K. Herbert, Harry Bannister, Jacob Evans, and Robert Sarnoff, who were flanked on the sidelines by Manie Sacks, Joe Heffernan, Syd Eiges, Frank (Scoop) Russell rang the bell in the "here's what's been done since Princeton" accounting.

Composition of Group

Composition of Group
New committee of Nine invested
with "watchdog" duties in the network-affiliate relationship is comprised of six reps from the "must
buy" station roster and three from
the "optional" station category.
Walter Damm, WTMJ-TV major
domo, who for the past couple of
years has spearheaded the all-encompassing Affiliates Committee,
was named chairman of the smaller group. Clair McCollough.
WGAL-TV, Lancaster, Pa., is vice
chairman and William Fay,
WHAM-TV, Rochester, N. Y., is
secretary.
Standing in for the "must buys"

Standing in for the "must buys" are: Jack Harris, KPRC-TV, Houston; E. R. Vadeboncoeur, WSYR-TV, Syracuse, and Harold See, KRON-TV, San Francisco, Optionals are repped by: Joe Rohrer, KRDO-TV, Colorado Springs; Fred Mueller, WEEK-TV, Peoria, and Dave Baltimore, WBRE-TV, Wilkes-Barre.

SPECIAL OPTICAL EFFECTS AND TITLES On FIRESIDE THEATRE Television Show

RAY MERCER & COMPANY 4241 Normal Ave., H'wood 29, Cal. Send for Free Optical Effects Chart From the Production Centres

seilout on day of game, but too late to make arrangements for telecast, The Minnesota-Pittsburgh game was televised from here over the NBC network as the NCAA "Game of the Week."

IN WASHINGTON . . .

Darwin H. Shopoff, ex of the Courtiand Agency, Washington, has joined staff of WTTG as account exec . . . J. Stanley McCormack has switched from space salesman at the Washington Evening Star to time salesman for WTOP-CBS, owned by the rival Washington Post . Ruth Crane, top femme personality at WMAL-ABC, tying in with Executives Club in a contest to find town's most courteous retail sales person each month . . . Bob Wolff, WWDC-Mutual sportscaster, named "Optimist of the Year" by National Capital Optimist Club because of his activity on behalf of juves . . . Suburban station WGAY conducting an intensive Christmas season schedule, tying in with community groups and local business . . . WMAL-ABC will televise Variety Club's Thanksgiving Day ail-service charity grid game.

IN SAN FRANCISCO . . .

KRON-TV celebrated four telecasting years (15) . . . ABC brass Jack Pacey and Mitchell De Groot in for promotion clinic confab . . . Other visitors: June Valli, radio guesting enroute to Vancouver; Ida Lupino Joan Fontaine, Edmond O'Brien, Edmund Gwenn, to plug "The Bigamist" on local shows; and Gen. David Sarnoff . . . Two new KPIX teleshows: Wanda Ramey's "TV Baby of the Month" and "Adventure School" with Mrs. Marian Kohler Rowe . . . KNBC's time honored "This Is Your Home" program cancelled after 12 years airing for one sponsor, won a reprieve by joining forces (22) with station's popular "Music Your Love" sesh . . . Radio-TV welcome mat is out for Joe Laurie, Jr., coming (23), to plug his tome "Vaudeville" . . New faces at KGO: Bill Williams, Jr., named publicity-promotion boss; Andrew Akamian appointed head of new merchandising dept. . . . News and special events director William Nietfeld severed connections with KCBS and newcomer Ethel Buckley joined station's script dept.

IN CLEVELAND

Charles Hutaff has resigned as WTAM-WNBK director of public relations and promotion ... Tom Brown, WHK disker, added to station's announcing staff, replacing Joe Black who went freelancing ... WXEL planning for its fourth TV anniversary ... Bob Forker, WGAR sales, turned thespian for role in "The Male Animal" . Dorothy Kearns joined WHK publicity staff ... Bob Miller, NBC spot sales, has moved to similar post in Detroit ... Don Hornbeck, attorney and stockhoider in WERE, named as AFTRA Awards judge ..., Playhouse Stalag 17 cast elected WNBK's Maggi Byrne "woman-they'd like best to have in the Stalag" ... WXEL's Maggi Wulff started youth panel 15-minute 6:43 p.m. Thursdays ... Ward Baking picked up tab for Joe Bova's WNBK comic film pitch for Bova shifting from 20-minute cross-the-board at 12:10 to 6 p.m. half-hour stanza on Friday ... R. Morris Pierce, WDOK prexy, in Washington ... WTAM-WNBK's Johnny Andrews sponsored "Roil-A-Skating Party" for three hours (25) at Roilacade with guestars in anti-delinquency pitch for kiddies ... Wageman Paint purchased 52-week spot announcement on WGAR.

IN PITTSBURGH . . .

Announcers Bob Linville and Allan Halpern and WCAE parted company very suddenly . . . Leonard Walk named general manager of WHOD. New post will force him to give up his narrator's job on Pitt Parade," local television newsreel strip . . . Mike Sedore, KQV engineer, broke his shoulder in a fall . . . Tom Shafer has rejoined the WCAE announcing staff . . . Ed Bartell doing a new musical program on KQV honoring district residents celebrating silver and golden wedding anniversaries. It's called "Silver and Gold" and airs every Sunday afternoon at 5:30 . . . Jerry Lee has replaced Ed Young as the director of the Harold V. Cohen-Stephanie Diamond "Let's Visit" quarter-hour on WDTV Tuesdays and Thursdays at 1 . . . Len Price, substitute announcer at KQV, passed his Pennsylvania State bar examinations . . . New contract with AFTRA gives WCAE announcers a salary hike . . . Stan Conrad celebrating second anni of his Saturday morning organ programs on WHOD.

IN PHILADELPHIA . . .

The talent at WFIL. WFIL-TV staged an election and voted to have AFRA represent them... Clifford Harris, WIP technical supervisor, marks 20th anniversary with station... Dick Reiboid leaves WPTZ for job in New York... Perry Como guest starred at RCA Employes' 25-year dinner (21)... Dr. Roy K. Marshall, educational director of WFIL. WFIL-TV has left stations... Robert E. J. Sanders, former sales promotion manager of Credak, national credit card company, added to sales staff at WIP... Ben Gimbel, Jr., WIP prexy, appointed to represent Philly Radio and TV Broadcasters Assn. on Council on Fire Prevention.

NEW big sales prospect

Bethlehem . Allentown . Easton

Pre-planned coverage reaches the homes - the people-in this rich market. Write for information.



MEEKER TV, Incorporated

the people SEE DEL-T

Wilmington, Delaware •

the people BUY WDEL-TV advertised products

Write for information about your profit opportunity in WDEL-TV's large, rich market.

WDEL AM TV FM

Sales Representative

MEEKER





STARRING AS

JANET DEAN REGISTERED NURSE"

A suspenseful, unusual TV film show based on a nurse's exciting adventures among the rich and poor... in big cities and small towns...in peace and war ... at home and abroad!

JANET DEAN available for local, regional, and national spot sponsorship is ready for March 1, air date with 39 half-hour custom-made films!

AUTHENTIC—each dramatic show is based on an actual case history!

HIGHLY ACCLAIMED — personnel of the Air Force Nursing Corps have called the Janet Dean show a tribute to the nursing profession!

PRODUCED BY EXPERTS—filmed by Cornwall Productions—William Dozier, executive producer; Joan Harrison, producer; Peter Godfrey, director!

For auditions, prices, and sales plan write, wire, or phone: HERB JAFFE 655 Madison Ave. New York 21, N. Y. TEmpleton 8 · 2000 FRANK O'DRISCOLL 2211 Woodward Ave. Detroit, Michigan Woodward 1-2560 JACK McGUIRE 830 N. Wabash Ave. Chicago, III. WHitehall 3-1341 MAURIE GRESHAM 9100 Sunset Blvd. Los Angeles, Calif. CRestview 1-6101

properties available to you now: • DUFFY'S TAVERN

Here are the MPTV

• DREW PEARSON'S

WASHINGTON MERRY-GO-ROUND

• FLASH GORDON

JANET DEAN, REGISTERED NURSE

Film Syndication Division

MOTION PICTURES

655 Madison Avenue, N. Y. 21, N. Y.



FOR TELEVISION, INC.

• more to come

to maybe go somewhere. Its fourth Wednesday night show, "Night-Wednesday n

aell as a sweet-taking but cheating spbuse.

The real standouts of the occasion were (1) Frank Telford's firm and knowing direction and (2) the totally convincing performance of a 'radio actress, Elspeth Eric, but little seen until now on TV. Telford had obviously thought out and blocked out his scenes ahead of time, although stepping in on but four days notice. Miss Eric's highly plastic and photogenic face was shrewd offbeat casting. "Nightmare" works up to an expected O'Henry twist but the twist is not what the viewer anticipates. All in all, the imagination and quasi-arty slants upon which the Schildkrant undertaking (really ambitious for DuMont) was premised now seems to be showing through.

Ed Murrow presented two more Interesting character closeups on this "Person" show last Friday night (20) on CBS-TV when Tallulah Bankhead and foreign correspondent Theodore H. White were on tap for the interviews. A threat, however, that this show is being used for plugs appeared to develop as both Miss Bankhead and White laid somewhat heavily on their books. In White's case, the accent was entirely justified, but not so with the Tallu plugs for antohiog. In fact, Miss Bankhead underlined her commercial by defining it as such "White's is the current Book-of-the-Month choice.

Otherwise, the session was ex-

Otherwise, the session was expertly handled by Murrow. His ore chatter with Miss Bankhead from her N. Y. hotel room gave ample ellow room for the actress to showcase her w. k. personality characteristics, from her use of "darhacteristics, from

sarciatured western literature.

Serling writes with much clearness. His dialog has no fuzz. And his scenes are eminently "playable." But he had very little fosay, upon analysis, that has not been said before about quick-draw justice in the old west. Neither as a middleaged man nor as a very old man does the sheriff get it through his not very bright noodle that you don't shoot-first-then-ask. He does a good deal of sentimental chest-thumping for cowboy ways and also chases around eastern fleabags looking for his old chun, Buffalo Bill Cody. Since the sheriff is also illiterate he is a heck of a long time finding out what everybody else knows all along, Buffalo Bill is dead.

Cleverly contrived, sure. But

Cleverly contrived, sure oh, how contrived!

Lisa Ferraday has revised her two-a-week "Dinner With Lisa" on WABC-TV, N. Y. flagship of ABC, As caught Thursday (19). 10-minute show's pace is better, context values are in upbeat, and the crist-while plug-uglies down to normal size, which should react to the benefit of Kirsch Beverage's No-Cal. The Ceil Chapman gowns she's sporting (and she -knows how to wear those clothes) now get a visual credit instead of heing punched vocally from left field. Miss Ferraday seems more relaxed under a revamp that's undoubtedly to be credited to the new producer. Joan Sinclaire, who recently exited "Leave It to the Girls" for this chore.

Charming Miss Ferraday's guest

exited "Leave It to the Giris for this chore.

Charming Miss Ferraday's guest was N. Y. Post Columnist Earl Wilson, accompanied by his b.w., with smooth and unburried back-and-forthing on the nitery and epidermis expert's book, "Look Who's Abroad Now," his past and forth-coming travelogs, and various bits of intelligence and harmloss trivita. The b.w. was also in there pitching neatly and not merely spotted as one of those "meet the wife" bits of folderol where the distart side exudes awe vis-a-vis the bubby. In the Thursday stanza, the guest was not required to take the stump for the product. All in all, quite a switch—but good—from the original setup.

Tran.

Giants. This was light, informal banter with no particular point.

White, author of the non-fiction "Fire In The Ashes," pegistered strongly with his sensitive, color-ful comments on New York where he returned recently after a decade abroad. He and his wife were picked in in their N. Y. apartsment where their packing crates were still strewn around. Herm.

"Buffalo Bill Is Dead" served Anthony Ross, from legit, as an actor's field day on Monday's (23) "Studio One." The script was by Rod Serling, the staffer at WLW. Cincy, who has been selling plenty of stuff to the N. Y. network market. Ross was almost continuously on camera, despite some fairly fast changes of makeup, from whiskers and goatee to cleanshaven, and back. He convincingly established himself, but not for the first time, out, as an actor of authority and sincerity. It's a nice question whether Serling's script would not have developed some unintended

MEEKER

iantly to stir up a tempest among the medics, to get them down to terra firma, but although she un-masked them on occasions, she fought an uphill battle in televi-

fought an uphill battle in television showmanship.
Miss Hurst supplied the brightest line. Referring to one of the threesome's statement that Nebraska offers the longest life, she quipped that possibly life only seems longer in rural areas—longevity in boredom. Every one of their loves N. Y.—they always do.

Trau.

Trau.

The importance of religious freedom and the equality of people of all faiths were effectively spotlighted via a half-hour dramatization Sunday (22) over NBC's 'Frontiers of Faith.' Offering, tagged 'Liberty in a Featherbed.' was ably scripted by Morton Wishengrad Cast, headed by Staats Cotsworth, performed effectually.

Wishengrad's yarn was set in the early 1800's and centered on the attempts of a member of the Maryland House of Delegates to effect legislation extending to all citizen's of that state the civil rights and privileges enjoyed under the U. S. constitution. Specific emphasis was put on the legislature's attitude against having Jews serve on the lawmaking body.

Program, put on under the ausnices of the Jewish Theological Seminary of America, was the last in a series of Jewish-slanted telecasts to be broadcast over 'Fronters.'

Regional Buyers

Continued from page 27 :

market request for one of its clients, all six being midwest cities with Chi one of them. Distrib couldn't very well cancel his Chi sale and had to inform the agency that the regional deal couldn't include Chicago. He was ready to kiss the \$35,000 deal goodbye, but the agency came through anyway. the agency came through anyway with an order for the five other markets.

Guarantees
One reason advanced by the distributors for the increasing attractiveness of vidfilms to the regional buyer is the fact that many series have by now become established properties, with production guarantees covering long terms. Under the more helter-skelter conditions the more helter-sketter condutous of previous years, a key advertiser was reluctant to put money into a vidfilm series which he'd run for 13 weeks and then find there were no more films to be shown. With vidilim series which he'd run for 13 weeks and then find there were no more films to be shown. With many top syndicated shows having. 39 and more half-hours in the can and production commitments extending over a period of years, these advertisers are eager to latch onto a series which represents for them a longtime sponsorship identity in key markets. When they know they can be associated with a show which builds audience and popularity over a period of years, they're much more receptive to buying than if they're faced with the prospect of showing 13 films and then going off the air. At the same time, they're got options to cancel after a regular cycle if they feel the show's not for them. The element of risk in film buying has been reduced considerably for the regional advertiser. This represents a changing pattern in buying in another sense

ably for the regional advertiser.
This represents a changing pattern in buying in another sense
too. Most regional deals in the
past started as a one or two-market
buy, with the bankroller subsequently latching on to more markets if the show clicked and if he
had reasonable assurance that production on new shows would conduction on new shows would continue. Today, with production and syndication being merged in the same organization and with top distribs in a good financial position, the regional bankroller is putting his orders in early for all his key markets. And while this may please the distrib, it doesn't solve his problem of how balance the conflicting elements of regional vs. local sale.

Greensboro, N. C. — David S. Ruark, brother of columnist Robert C. Ruark, has been named promotion manager of WFMY-TV here. Ruark comes to WFMY-TV from position of director of advertising and sales promotion with a group of four audio-visual companies in New York City.

FRANK BAXTER

WOR-TV, 10 P.M. Wednesday, Nov. 25 BA 7-2495

Inside Stuff—Radio-TV

Last week's lecture by Arch Robb in his radio-TV class at Columbia U. was a "Variety Quiz" based on stories in the issue then current. The five questions thrown at the students by Robb, who's administrative director's of NBC color corps, were: 1. What does Variety tell of Hollywood's design for video living under the banner headline, "TV's 'One Big Roof' Payoff?" 2. What was the story Variety headlined, "My Network, Right Or Wrong?" 3. What was the commercial television plan offered by the British Government? Who will sell the time? Who will control the program? 4. In what way does Variety classify NBC's new program offering of Mickey Rooney a risk' 5. What were some of the highlights of the National Assn. of Broadcasters first report on the TV code?

Permanent staff of the Theatre Guild is taking a much more active part in production of the "U. S. Steel Hour" on ABC-TV than is commonly believed. Each production is under the personal supervision of one of the three Guild partners, Lawrence Langner, Theresa Helburn and Armina Marshall, each acting as producer on the particular show they handle. Lagner, for example, was producer on the first show, "P.O.W.," as well as the second, "Hope For a Harvest." The three will alternate in the future. John Haggott, who was engaged by the Guild for the series, is associate producer on all the plays, while Alex Segal directs them all.

Because CBS Radio carried the Amherst-Williams "little school" game on its "Football Roundup" the week before, web sports director John Derr capitulated to entreaties that he include Lehigh-Lafayette in the three and a half hour stanza last Saturday (21). Lehigh's public relations office scored the coup in the face of Derr's contention that the first "minor league" entry wasn't intended as a regular habit on "Roundup." The L-L game was covered via telephone reports, with Bill Noble, Jr., operating on that end for Lehigh. Derr's finally persuader was probably the fact that the mail pull on Amherst-Williams was up in the hundreds, a large figure considering the "bush" aspects of the fracas to virtually everyone except undergrads and alumni.

Back from his European vacation quickle to pinchhit for Arthur Godfrey last week on latter's CBS morning simulcast, Robert Q. Lewis didn't get much chance for rest after that chore. On Saturday 211 he ringmastered United Cerebral Palsy Fund's 16-hour telethon on

he ringmastered United Cerebral Faisy Value (WMBR-TV, Jacksonville.

With that endurance test under his belt (which he had to tighten), he's skedded to repeat the Palsython this Saturday (28) on WKBN-TV, Indianapolis. Flying with him to the Hoosier capital will be announcer Durward Kirby who'll co-emcee, In between, Lewis is a six-a-weeker on CBS Radio plus TV chores, leading to the widely held belief that he has an undercover twin.

Oct. 20 Nielsens show "I Love Lucy" on top with 59.6, followed by 56.2 for "Dragnet," 53.1 for Bob Hope Show and 50.6 for Milton Berle. Berle drew his score for the week before Hope, with latter preempting him every four weeks. Hope's third on the national scoreboard was credited to the bally on his seasonal preemer, which emanated from hometown Cleveland with a plane junket of wk.'s plus Ohio politico names such as Gov. Lausche. Jackie Gleason got into the First 5 with 47.6, edging out Groucho Marx by a hairline 0.1.

The Christopher program, which started a year ago on 48 radio and TV stations, has currently reached the total of 787 stations, 202 of them T and 585 radio. The religious organization to date has turned out some 96 films with 74 stars and personalities who have devoted their services. Shows are distributed free as a public service.

Walt Framer has set a novel promotion and fund-raising device for the National Tuberculosis Assn. for his "Strike It Rich" radio-TV-shows. Promotion will be a "Friendship Tree," consisting of Christmas cards bearing Christmas Seals sent in by listeners and taped to the "tree" to be shown on the show's set. Program kicks off a fourweek drive for the cards starting Nov. 30, and if it's successful, it will be employed on Framer's "Big Payoff." Warren Hull, "Rich" emcee, will also push the idea of having listeners start "family" "Friendship Tree" by sending Christmas Sealed-cards and taping them to their trees at home. Idea was worked out by Framer in conjunction with the Association and the public relations department of Cecil & Presbrey agency.

Possible Cleveland Newspaper Guild strike against three Cleveland dailies is alerting radio-TV for bonanza in pre-Christmas advertising. Guidsmen are ready to strike at Cleveland Press as paper reportedly is refusing to grant pension fund or security clause in contract. Membership already has authorized CNG to strike to enforce demands. Once before, early 1946, pressman's strike closed papers for over 25 days, and advertising zoomed to radio.

WOV, N. Y. bilingual indie, received big dividends from its specialized programming with a reported 31% October sales increases over a similar period last year. Station, with a single rate policy, divides programming between Italian and English, with latter beamed to N. Y.'s heavy Negro market. Station execs attribute biz hike to WOV's role in Negro club and charity affairs through its six-month old Community Service Division. Heaviest accent thus far have been station's Glamorama fashion shows.



REPRESENTED "CAPTURED" EDWARD PETRY



CONGRATULATIONS!

To

Jerry Marshall

KLAVAN and FINCH

Television Reviews

ditional narrator chores by Lilli the President. Their speeches hit the mark.

Were handled with elan.

Their speeches hit the mark.

Producer Martin Manulis and director Martin Manulis and director Producer Martin Manulis Alberta Producer Martin Manulis

Four of the toprated "I Love Lucy" players, Lucille Ball, Desi Arnaz, William Frawley and Vivian Vance, in their firs' appearance east since the start of the show,

the mark.

Producer Martin Manulis and director Byron Pauli both, incidentally, are CBS menimade a tough assignment seem easy.

Gros.

Arnaz, William Frawley and Vivian Vance, in their firs' appearance east since the start of the show, were slotted in a brief skit that wasn't too heavy on yocks but was still pleasant enough to view. Helen Hayes gave a stirring reading of an excerpt from a yester-year hit, "Harriet," and Thelma Ritter was okay in a monolog as a tring Statue of Liberty. Jackie Robinson had little to do but his tolerance spiel was effective. The Rodgers-Hammerstein chitchat got its point across with ease.

In the song department Ethel Merman was bouncy and bouyant in her belting renditions of "I Get a Kick Out of You," "Alexander's Ragtime Band" and "There's No Business Like Show Business". Jane Froman gave a warm rendition of "You'll Never Walk Alone"; Eddie Fisher had a sincere treatment of "This Is Worth Fighting For" and William Warfield gave a rousing rendition of an excerpt from "Faust."

Last 10 minutes of the stanza was devoted to the award business at hand. Henry Edward Schultz, Anti-Defamation League's chairman, presented the medallion to

Handy boards. His style of bring-ing on the acts grows monotonous Handy boards. His style of bring-ing on the acts grows monotonous. Thomas handles himself in fairly good fashion with teammate Bones but should stay clear of the emcee role. On the other hand, Bones, nee Robert Couch, erstwhile mem-ber of the "Our Gang Comedy," is actually the "show saver." He is quick on the upake and is riotous with his gags and comedy routine. Thomas' straight work also is tops in their 12-minute segment. The acts before the lenses when

Inomas straight work also is tops in their 12-minute segment.

The acts before the lenses when caught (14) were literally on the weak side of the ledger—despite the amateur billing. Some of the acts practically froze up before the cameras and need more than a shot in the arm for TV viewers. Emcee Thomas, a vet showman, was not much help to the young performers in this department and should change his lines with each act during the show to give it a new twist for both the live home viewers.

Al Jackson's orch was also struggling as the musical crew in the background and at times showed a spark of stage and TV showmanship. Negro show idea is terrif and WMCT deserves a pat on the back but, talent-wise there is lots of room for improvement. Matt.

MR. WIZARD
With Don Herbert, Buzz Podewell,
Susan Levin
Producer: Jules Pewowar
Director: Don Meier
Writer: Herbert
30 Mins.; Sat., 5 p.m. CST
CEREAI. INSTITUTE
(Laufman)
"Mr. Wizard." with a minimum
of fanfare, keeps rolling along doing a solid job purveying off-thecuff video, educational tidbits for
the grade schoolers. It's the kind
of sensibly conceived project that
not only wins plaudits from conscientious parents but, most importantly, has the stuff to entice
and hold the youngsters at which
it's aimed.

The format is simple yet highly

scientious parents but, most importantly, has the stuff to entice and hold the youngsters at which it's aimed.

The format is simple yet highly effective, thanks to the scene of responsibility Don Herbert brings to his role as Mr. Wizard; the relaxed and natural participation of the two kids, Buzz Podewell and Susan Levin, who visit his workshop on alternate weeks, and the sharp camera work by director Don Meier's crew which gives the enterprise its "a picture is worth a thousand words" TV values. Each week a different basic scientific phenomenom is examined and made crystal clear through the use of lab demonstrations, models and the running conversational chitchat between Mr. W. and his young friend.

Architecture was the subject of the day on show watched. It was an interest-holding rundown of the science of building from the first primitive huts to modern syscrapers. The working pile driver model and an actual small-scale rock blasting demonstration helped give the half-hour plenty of action. Buzz Podewell was the young foil this time, and he and Herbert worked together in a nice friendly fashion. Single institutional pitch on the importance of breakfast was grooved in neatly.

It's top calibre visual education in the modern manner, and a credit to all involved.

TV Set Mfg.

ments to Los Angeles and San Francisco.

ments to Los Angeles and San Francisco.

Those states which had no TV at all before the freeze-lift or had large areas without service accounted for much of the increase in set shipments this year. The states of Arkansas, Colorado, Oregon, Mississippi, Maine, the Dakotas and Nevada provided new markets for receivers. Similarly, Texas, where 20 new stations have started, and Illinois, where 10 new ones have sprung up, have taken more shipments this year than last. In a few large states, the opening of new markets appears to have offset reduced shipments to the major TV centers. In Pennsylvania, where 18 new stations started, shipments to dealers in the ninemonth period were about the same as last year. Apparently however, the opening of stations in Scranton-Wilkes-Barre, Reading, Harrisburg and other cities meant more in the way of conversion of sets to UHF than in purchase of new sets.

sets to UHF than in purchase of new sets.

There are still three states without stations on the air—New Hampshire, Vermont and Wyoming. When the outlets authorized for these areas have commenced operations and more of the newer stations are connected to the cable, it can be expected that the impact of the new markets on TV sales will become even greater than at present.

MBSunday Plan

Continued from page

une and frequency. Each show has four announcements, with opening and closing billboards for each participant. Thus, if all three shows were sold out on the basis of one-time messages, maximum income per week for the web would be \$30,000.

Whodunit Parlay

Whodunit Parlay

Web has sandwiched the shows between "Nick Carter" and "True Detective" and is selling on the point that the plan provides advertisers with a solid Sunday afterroom mystery lineup with already proven adjacencies. It also makes the point that NBC, which last year had a mystery block in opposition to Mutual's, has switched to a "weekend" format, leaving MBS alone in the mystery field on the Sabbath.

Web is also pushing the plan on

Web is also pushing the plan on Web is also pushing the plan on a cost-per-thousand basis, with the claim that on the basis of Jan.-June, '53 Nielsen ratings, the three Sunday shows will reach a gross of 5.684.000 homes per week (gross figure includes duplication of audience on the three shows) for a cost-per-thousand of \$1.06. Net homes per week (unduplicated for the three shows) is 3.401,000, or \$1.76 per thousand. One-message cost-per-thousand, based on a 2,238,000 homes average, is \$0.95.

Mutual claims domination of the

per-thousand, based on a 2,238,000 homes average, is \$0.95.

Mutual claims domination of the Sunday radio audience, boasting a 45% lead over the next highest network for the 4-7 p.m. Sunday period, based on Oct. '52-June, '53. Nielsen data. It has an average Nielsen of 4.2, compared to the next highest 2.9. It also points out that on Sunday afternoon there are fewer television sets in use plus more out-of-home (automobile, primarily) listening.

Web is not guaranteeing the full network of 560 stations for the plan, but has guaranteed about 500, including WLW in Cincinnati, which by the way does not carry Multi-Message. Actual formula for station payment hasn't yet been worked out, and terms of payment will decide whether the entire network can be cleared for the project. Asked why the stations were being paid in cash for the plan atther than in programs a la Multi-Message, a Mutual spokesman said 'the climate isn't right for a program swap." It was an obvious reference to the events and attitudes leading up to the scrapping of the affiliation plan, and the Mutual brass felt that to institute of the affiliation plan, and the Mutual brass felt that to institute a sales formula calling for pay-ment in programs instead of cash would be rubbing salt on open wounds.

WCBS-TV 'Carousel' Series in Coin Splash As a Local 'Omnibus'

WCBS-TV's highly touted "On the Carousel" series, has crossed over to NBC radio for its emcee, signing Allen Ludden for the Saturday morning 9 to 10 chore on the N. Y. flagship of CBS. Ludden is the factotum of NBC's Saturday night "College Quiz Bowl."

night "College Quiz Bowl."

There's quite a chunk of money going into "Carousel," a joint production by the station and N. Y. City's Board of Education. Its \$4,000 weekly outlay makes it the costllest public servicer in the station's history. It's a junior-sized, localized "Omnibus" (CBS-TV and the 6 to 13 grouping is on a slightly lower age peg than NBC-TV's Sunday afternoon "Excursion." Contingent upon how "Carousel" fares as a N. Y. area kid klatch, there's the usual hope that the hour stanza may grow into a web proposition.

Show kicks off next Saturday

may grow into a web proposition.

Show kicks off next Saturday (Dec. 5) with a format encasing four to five segments as a catchall designed along "Omnibus" lines. Skedded for the stanza are magico Milbourne Christopher and Lydia Reed, moppet star of the net's "Valiant Lady," who appeared with Helen Hayes on Broadway in "Mrs. McThing." Encompassed on the elaborate schedule are such presentation items as children of all nations, kids at work, choosing a job. storytelling, school subjects, hobbies, plays, how-to-do devices, names in the news, care of pets, songs, games, riddles and contests.

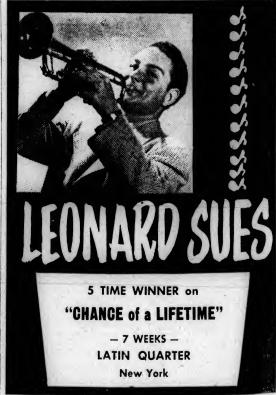
Reading, Pa. — More than 3,000 persons toured the new \$500,000 television studios of WEEU-TV.



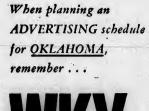
Eileen BARTON

Latest Coral Release TOYS

On Tour Direction: MCA



Personal Management CASS FRANKLIN LOU WALTERS ENTERPRISES, INC.



-third oldest

radio station in the nation serves more Oklahoma homes from its state capitol ...

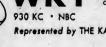
-covers more Oklahoma buying power from its largest city...

than any other station!

Sources: Nielsen and Sales Management

WKY RADIO

Represented by THE KATZ AGENCY



First Lady of Radio— Now America's Top Woman **Newspaper Columnist!**

"Mary Margaret McBride is one of the two features I have put on in the last 25 years that elicited an immediate and outstanding favorable re--Leo Levy, managing editor Oakland Tribune sponse."

That is just one more reason why

"Mary Margaret McBride Says"...

is the No. 1 NEWSPAPER Join this growing list of subscribers!

Newspaper acceptance of this column, in just one month, has been impressive. The subscription list represents circulation of 7,618,161 with readership of 19,045,402.

From where we sit, the reason for this popularity is not hard-to McBride gets reaction!

Contact your AP Bureau Chief or wire or write for terms toCANADA Toronto Telegram

ALABAMA Birmingham News

Birmingham News
CALIFORNIA
Berkeley Gazette
Fresno Bee
Los Angeles Times
Modesto Bee
Oukland Tribune
Sacramento Bee
San Diego Tribune
San Jose News San Jose News San Rafael Independent

Journal Stockton Record DISTRICT OF COLUMBIA Washington Star

FLORIDA Miami Herald St. Petersburg Times Gainesville Sun

GEORGIA Athens Banner Herald Augusta Herald

IDAHO Idaho Falls Post-Register

Idaho Falis Fost Reg ILLINOIS Chicago Sun Times Matoon Journal-Gazette Quincy Herald-Whig Waukegan News-Sun

IOWA Fort Dodge Messenger & Chron.

KANSAS Coffeyville Journal Salina Journal Wichita Eagle

KENTUCKY Pikeville News

LOUISIANA Shreveport Journal INDIANA Bedford Times

MAINE Portland Express

MARYLAND
Baltimore Sun
MASSACHUSETTS
Fall River Herald News
New Bedford Standard
Times Taunton Gazette

MICHIGAN
Detroit Free Press
Adrian Daily Telegram
Grand Rapids Press
Pontiac Press
Bay City Times

MINNESOTA Mankato Free Press

MISSISSIPPI Jackson Clarion-Ledger MISSOURI
Columbia Tribune
Kansas City Star
St. Louis Post Dispatch
Springfield Newspapers

Springheld Newspapers
NEW JERSEY
Bridgeton News
NEW YORK
New York Mirror
Mamazoneck Times
Mt. Vernon Daily Argus
New Rochelle Standard
Star
Ossining Citizen Register
Port Chester Daily Item
Tarrytown News
White Plains Reporter
Dispatch

Dispatch Yonkers Herald Statesman

NORTH CAROLINA Charlotte Observer NORTH DAKOTA
Grand Forks Herald
NEBRASKA
Grand Island Independent
OHIO

Canton Repository Cleveland Plain Dealer OKLAHOMA Muskagee Times Democrat OREGON

OREGON
Engene Register.Guard
PENNSYLVANIA
Johnstown Tribune
Philadelphia Inquirer Butler Eagle

RHODE ISLAND Woonsocket Call

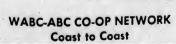
SOUTH CAROLINA Columbia State
TENNESSEE
Johnson City Press
Chronicle

Chronicle Kingsport Times TEXAS Big Spiring Herald Corpas Christi Caller Times Houston Chronicle Sherman Democrat

Houston Chronicle Sherman Democrat Marshall News-Messenger Warto Times Herald Wighta Falls Times MRGINA Fredericksburg Free Lance Star WASHINGTON Aberdeen World Seattle Times Tacoma News Tribune VERMONT Earle Times

EWSFEATU NEW YORK 20, N. Y.

50 ROCKEFELLER PLAZA



Color TV's Boom to Merchandising, Licensing Biz; Kagran's Pot of Gold

myriad related herds finds fall maffected by the impact of TV. That's the opinion of Allan Stone, merchandising veepee of the Kagran Corp., whose "Howdy Doody" characters will rack up something like \$60,000,000 in retail gross sales. of items bearing the Howdy, Clara-belle or Princess imprint in 1954.

Stone is already prepping plans for licensing of the characters when color video is a reality. In addition to the present food, toys, books and record licensees, he ex-pects to lend the "Howdy Doody" pacts to lend the "Howly Doody names to children's apparel firms, furniture and fabrics outfits, wall-paper (for the kiddies' room), draperies and other children's items that can be exploited via color but can't be pushed in black and white and white

300 'Howdy' Products

Gurrently, the "Howdy" names are the hottest in the merchandising field. Some 70 licensees turning out more than 300 "Howdy" products will have racked up retail sales this year of over \$40,000,000. and next year's total is expected to hit \$60,000,000. This *doesn't include use of the show's characters by the web's sponsors—Kellogg, for example, uses Howdy pictures on all its packages, and Welch's Grape Juice uses the characters on all its bottles. In addition, Kagran nurns out "Howdy" displays for promotional purposes—Philico, for example, uses a group of masks as a giveaway for its dealers.

Kagran's merchandising setup

ampie, uses a group of masks as a giveaway for its-dealers.

Kagran's merchandising setup began strictly as a money-making proposition when the show was a sustainer on NBC. Now sponsors try to get into the act for the merchandising advantages the show offers, according to Stone, who's the brother of Kagran prexy Martin Stone. So great is sponsorship faith in the Howdy drawing power among juves, Stone revealed, that Doughnut Corp. of America next June will move into the ice cream field solely on the basis of the Howdy Doody name. Film will market a new ice cream brand called simply "Howdy Doody Ice Cream." It's an unusual asset with which to try to break into an already crowded field, but Doughnut Corp. thinks it'll sell goods.

Firm has been offered some unsuch a merchandicing deals content.

Advent of color television will, a drink for dogs, pickles, salamis boom the TV merchandising and licensing business, bringing the TV personality imprint into the fabrics, furniture, furnishings and myriad related fields thus far unaffected by the impact of TV. been hard to resist where manufacturers of toy guns and knives and even water guns have come up with-propositions. But the Kagran merchandising setup is governed by the principle of never upsetting the parents—that is don't lend the name to a product the parent may be sorry she's bought for the kids Consequently, even caudy is tabut for the principle of the product the parent may be sorry she's bought for the kids. sequently, even candy is tabu-licensing-merchandising pur-

All this activity is backed up by some 1,000 personal appearances per year. Advantage of a puppet show is that the same people aren't needed for each personal appearance. Consequently, several can be going on at the same time all over the country. Kagran is currently trying test p.a.'s from M & M. Candies for its "Johnny Jupiter filmed show, and Stone expects this to develop into a fertile merchandising source too. Kagran also handles the merchandising for Gabby Hayes, Jackle Robinson and Brown & Williamson Tomacco Co. for its Willie the Penguin character. These latter amount to some \$40,000,000 a year in retail sales volume, but "Howdy's" the kingpin in the field right now. All this activity is backed up by

MacLeod's 200G Suit Claims Contract Breached

Hollywood, Nov. 24.

Thomas MacLeod, writer, has filed a \$200,000 breach of contract suit in Superior Court involving the Red Sanders football pro-gram on KHJ-TV. Defendants are Charles M. Stahl, Allied Showbusiness, Inc., John Courcier, Bill Murphy Motors and General Tele-radio,

Plaintiff declares he was paid 50% of the profits last year for the show he originated but has received nothing this year although a copy of his program is being produced.

Bonham, Tex.—Clark Bass, prez of the Bonham Publishing Co., owner and operator of KFYN, an-ady crowded field, but Doughnut orp, thinks it'll sell goods.

Firm has been offered some unsual merchandising deals, such as

QUEEN FOR A TV DAY

Frederika of Greece Gets a Yen, and WDSU Obliges

New Orleans, Nov. 24

New Orleans, Nov. 24.

In a city whose past is rich with
monarchial tradition and the sweep
of empire, it remained for WDSUTV here to pay obeisance to a
Queen's wish. When Queen Frederika of Greece expressed a big yen
to see herself on video, after participating in the station's remote
on welcoming ceremonies for the
royal pair (King Paul) last Thursday (19), arrangements were made
for her to visit the studios during
the "Your Esso Reporter" telecast
on which films of the ceremonies
were to be shown.

With a conflict arising that prevented the queen's looksee of that
show, a special reviewer was installed at International House. The
queen adjusted her sked to arrive
at the reception in time to take s
long look at herself on the screen.

Raymer Acquires

In the first major transaction of its kind, the veteran station representative company of Paul H. Rayner is buying out all the assets of the O. L. Taylor Co., another top station rep. All arrangements have been completed for the transfer, and under the new setup, the Taylor concern will continue as a separate organization under Raymer ownership.

lor concern will continue as a separate organization under Raymer ownershlp.

Deal, which was months in the making due to tax and operations complexities, involves representation of 37 radio and 12 TV stations repped by Taylor. Only nine AMers and five video outlets will be transferred to the Raymer fold, with the rest continuing to be repped by the Taylor Co., whose president, Lloyd George Venard, will stay on as prexy of the new Raymer subsidiary.

The 21-year-old Raymer Co. will expand its operations to accommodate the stations involved in the shift. Bates Halsey and Stuart Kelly have joined the New York office, while a Dallas office is being opened under management of Robert E. Stuart. Additions are being made to the Chicago and Hollywood staffs.

Stations which will shift from the Taylor aegis to that of Paymer.

lywood staffs.

Stations which will shift from
the Taylor aegls to that of Raymer
are KELO and KELO-TV in Sioux
Falls, S. D.; KFDX and KFDX-TV
in Wichita Falls, Tex.; KRGV and
KRGV-TV in Weslaco, Tex.; KTBC
and KTBC-TV in Austin; WKBH
and WKBH-TV in LaCrosse, Wis.;
KANS, Wichita, Kans.; KEYS,
Corpus Christi; KLRA, Little Rock
and KTOK, Oklahoma City.

O'Neil

Continued from page 31

Hauser, v.p. in charge of co-ops, will report directly to him.

Robert E. (Bob) Schmid, the web's public relations-advertising-promotion v.p., becomes administrative v.p. in charge of sales and advertising, signalling another key shift of responsibility. Now reporting to Schmid will be sales v.p. Ade Hult and creative programming veep Herb Rice. Two previously operated independently, reporting directly to O'Neil. Fourth appointment is that of James Wallen as administrative veep of finance, with Mutual treasurer George Ruppel reporting to him.

Doty's WSBA Post

Clarence L. (Chick) Doty has been named vice-president-general manager of WSBA and WSBA-TV in York, Pa., effective Dec. 1. Doty is resigning his account executive slot with the Edward Petry Co. in. New York to take the post.

Prior to joining Petry-two-years ago. Doty was with ABC for 10 years, as sales manager and subsequently station manager of WJZ and WJZ-TV (now WABC and WABC-TV), the web's N. Y. flag-ships.

\$1.00 MONTH Establish YOUR perma-nent address here in Los Angeles. We forward all mail for our many custom-ers personally and efficiently.

ELLERY OFFICE SERVICE

1244 S. Grand Ave. Los Angeles 15, California

Rap Program Control

= Continued from page 31

modities on an equal basis to all with no favoritism and no divided loyalties. But when the network steps over that line and becomes a competitive producer—competitive with agencies and with package producers—it has automatically split its loyalties."

commercial control of the system of the syst

taining.

ADL Anni

Continued from page 2

CBS' William Paley and Frank Stanton, and ABC's Leonard Goldenson.

enson.

Cast of the Rodgers-Hammerstein-produced TV show included the following: Ethel Merman, Helen Hayes, Rex Harrison, Lili Falmer, Eddie Fisher, Thelma Ritter, Jane Froman, Jackle Robinson, and Lucille Ball and Desi Arnaz with their supporting players. William Frawley and Vivian Vance. Walter Cronkite and Ben Grauer did the commentary.

Other filmites whose names appear on the board of sponsors for observance, but who were not on hand, include the following: Erle Johnston, Dory Schary, Spyros Skouras.

WHOM's New Latino Soaper Preems Today (25)

Latino soap opera, "Las Tres Elenas," was purchased by WHOM, N. Y. foreign-language indie, from Fremantle Overseas Radio, Inc., distribs of radio and TV packages for international markets.

Cross-board series, sponsored by Albert Ehlers Co., preems today

Opening of Educational TV Stations Seen Giving Femmes Their Big Chance

Washington, Nov 24

Opening of new educational TV stations will mean the expansion of opportunities for women in the broadcasting field, according to

of opportunities for women in the broadcasting field, according to Robert Mullen, executive director of the National Citizens Committee for Educational Television. Speaking as a member of a poine spensored by the D.C. chapter of American Women in Radios and Television on the subsect of femme opportunities in the broadcasting-telecasting industry. Millen pointed out that women has always erioved top status in eactional fields, and are likely to continue this advantage in the concinue this advantage in the concinue this advantage in the concinue this advantage in the field group, most of whom are allied with commercial broadcasting.

John S. Hayes, president of WTOP-CBS, stressed the importance of "charm and femininity" for distaff members of the industry, He pointed out that the sole john theld by women are those of engineer and major news commentators. He urged that girls who eye radio and TV for careers train for a specific job and build up background before tackling a station manager. He pointed out that the industry, particularly TV, absorbs talent from many allied fields, so the gals have made up for lost time. He also stated there was "too much preoccupation trying to get a job before the camera." He said, for example, that women rarely apply for a selling job.

Herman Lowe, head of Variffy's Washington bureau, and the third member of the panel, pointed out that "the question is not women in radio or television, yes on no but how much further are you going to get in."

Michigan State AM-TV Conference on March 5

Lansing, Mich., Nov. 24
Ninth annual Michigan State
Radio-TV Conference of commercial and educational broadcasters
will be held March 5 at Michigan
State College In East Lansing, Subject for the '54 powwow is 'The
role of radio and television as mass
media."

Conference chairman is Robert P. Crawford, director of radio-TV training at the school.

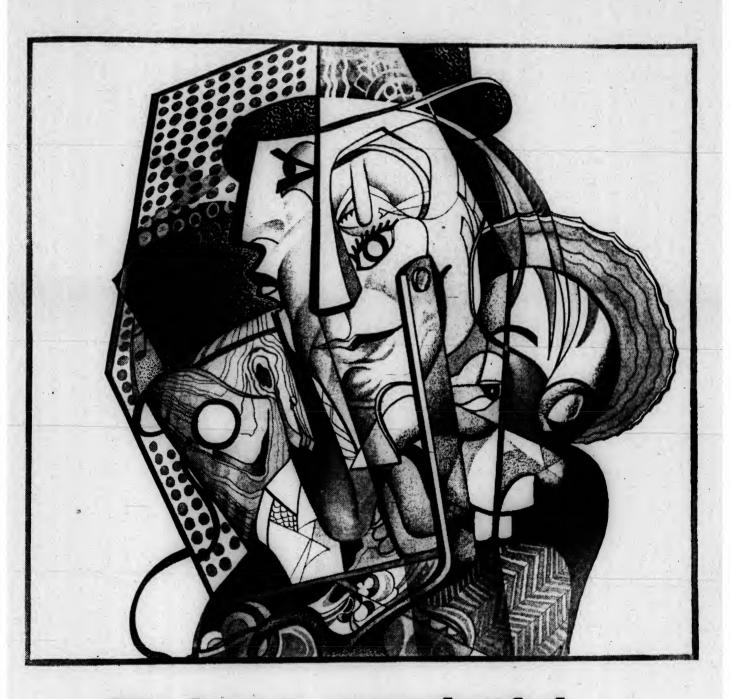
Amarillo, Tex.—Two applicants for the Channel 7 here have asked the FCC to withdraw their applications, thus leaving Plains Empired Broadcasting Co. unopposed for the channel.



LOU WALTERS ENTERPRISES, INC.







It's been wonderful... Thanks fellows

MERRIEL ABBOTT
NAT BRANDYWYNNE
JOHN CHAPMAN
BOB CONSIDINE
PHIL COWAN
GEORGE CRANDALL
ROBERT DANA
FAYE EMERSON
FRANK FARRELL
HY GARDNER
JACK GAVER
ANITA GORDON

JESS GORKIN
LESTER GOTTLIEB
BEN GROSS
BILL HARTY
HEDDA HOPPER
ALICE HUGHES
HERB KAMM
NICK KENNY
DOROTHY KILGALLEN

BOB LANDRY
BILL LEONARD
JOHN LESTER
LEONARD LYONS
ELSA MANWELL
ADRIAN MURPHY
JACK O'BRIAN
WAYNE OLIVER
BILL PALEY

LOUELLA PARSONS
LARRY PERRY
JOHN REBER
FRANK STANTON
ED SULLIVAN
DANTON WALKER
BILL WHITE
YEARL WILSON
WALTER WINCHELL

Edgar, Charlie and Mortimer

Washington, Nov. 24.

Radio station WOL granted an unusual request Sunday (22) for a larged Time" to announcers who were locked out after the facility was sold. The announcers, members of AFTRA, demanded time to explain their side of the labor controversy, claiming the station has been giving its andience "a tendentions and one-sided report" of the spiribble.

Evelue Fragman.

Evelyn Freyman, exec secretary of the Washington AFTRA local and the announcers will not cross the picket line established at the vindios to give their explanation but will use a recording to present their side of the case.

their side of the case.

Os ner Jup of WOL passed into the hands of Washington Broadwarding Co. last Wednesday (18) and was immediately followed by discharge of the announcers and me engineers and their replacement by combination announcersengments. For a brief period, the station was off the air. Both AFTIKA and IBEW, representing the engineers, have been picketing the station studios.

The unions claim that the former

The unions claim that the former The unions claim that the former own trst, Peoples Broadcasting Co. I aboid of Farmers Mutual Insurance Co. I had been advised there would be no wholesale layoffs as a result of the shift in ownership and that such assurance had been given the staff. However, they said, when the transfer was effected the new owners notified Peoples the staff would not be retained.

A statement by IBEW said the suployees "immediately recognized employees "immediately recognized the action of the new owners as a clear attempt to climinate all or-ganized personnel from the staff of the station. Accordingly, a cam-paign has been undertaken to in-form the public of the new own-ers' rutirlessly unfair action."

ers' ruthlessly unfair action."
Statement added that picketing
by the two unions "and other contemplated activity will bring to
the attention of the public the
demonstrated attitude of the Washington Broadcasting Co, with respect to these residents of metro
politan Washington who are employees of wide experience in the
broadcasting industry."

There were industrious the an-

There were indications the anomacors may appeal to FCC if eit "equal time" demand is reheir "equal time" demand is re-seed. Although the Commission stally keeps hands oil station abor disputes, its regulations re-nire that licensees present both ides of controversial issues.

Butcher TV Fee Plan To Get Profs Off Baker,

Candlestick-Maker 100K
Washington, Nov. 24.
Payment of "talent fees" to college professors for participation in video public service programs is planned by Harry Butcher, California broadcaster, for his proposed TV station in Hartford.
Corn. In a policy statement filed with the FCC list week in connection with the application by Hartford Telecasting Co., in which Butcher is a principal stockholder, the one-time CBS veepee said; "We subscribe to the belief that even a college professor must cat."

Butcher fold the Commission be

a college professor must cat."

Butcher told the Commission he will not sign an exclusive affiliation agreement with any network in order to be free to select programs from the four webs. He said he expected that "the economic interest of advertisers will force networks to permit telecasting of their programs in, this extraordinary rich market even though the station declines to mortage its best hours to any netgage its best hours to any net-work."

work."

Butcher's company is competing with radio station WITC, owned by the Travelers Insurance Co., for channel 3, the only VIII channel allocated to Hartford. A permit was recently granted for the only commercial UHF station provided for the city to General Times TV Corp., a merger of General Teleradio, inc., and the Hartford Times. If his application is granted, But-

If his application is granted, But-cher plans to move to Hartford to operate the station. He now lives in Santa Barbara, Calif., where he owns radio station KIST and holds a 14' e interest in KEYT-TV.

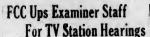
Mutual Ups Algus

Mutual Ups Algus

Harry Algus, veteran Mutual
publicist, has been promoted to
the post of manager of Mutual's
press division under WOR-Mutual
press director Frank Zuzulo, Algus
will take charge of publicity activities for the web in Zuzulo's absence. For the time being, his activities wou'f encompass WOR and
WOR-TV, N.Y., the web's flagship
station in AM and indie in TV,
Algus has been with the web
for the past six years. Previously,
he was a reporter on several N.Y.
dailies.

Youth

on a Rhythm Spree



Washington, Nov. 24.

Washington, Nov. 24.

FCC brought its examiner staff to 17 yesterday (Mon.) with the appointment of three more trial attorneys who will be assigned to conduct hearings on contested TV applications. Agency was given funds by Congress to hire a total of 24 examiners for this purpose.

Candlestick-Maker Hook

Washington, Nov. 24.

Sayment of "talent fees" to coler professors for participation in least public service programs' is miced by Harry Butcher, Calina broadcaster, for his pro-Schilz, former attorney adviser of the National Droduction. the National Production Au-

Parker Pre-Xmas 300G Video Coin Coing To 3 Webs

Chicago, Nov. 24.
Three TV webs are sharing \$300,000 of Parker Pen's \$700,000 sacaron of parker ren's \$700,000 pre-Ninas promotion, with the projected radio saturation campaign being held in abeyance until after the first of the year and the balance of the holiday coin going into printed media.

Now definitely set for the Parker push, via J. Walter Thompson agency, Is the hour-long "Man of the Year" one-shot being produced in cooperation with Time mag, going on NBC-TV Dec. 6, displacing Hallmark's "Hall of Fame." CBS-TV's "Omnibus" has got the nod over NBC-TV's "Meet the Press" for a half-hour slice Dec. 13.

DuMont gets into the act with from more points along the net.

for a half-hour slice Dec. 13.

DuMont gets into the act with
the pen company taking the
quarter-hour "All Time Football
Thrills" package aired in conjunction with the web's Saturday night
and Sunday afternoon pro footballtelecasts on Dec. 12 and 13. Two
Monday 15-minute segments of
NBC-TV's "Welcome Travelers" on
Dec. 7 and 14 are also being used.

WHEELER SCION TAKING OVER AS WTRI-TV MGR.

Albany, Nov. 24.

Richard B. Wheeler, former sales manager of WTOP in Washington and son of former U. S. Sen. Burton K. Wheeler, of Montana, has assumed his new duties as general manager of WTRI-TV. Van Curler Broadcasting Corp. (Fabian Enterprises and Troy Broadcasting Co.) expects to get the CBS outlet on the air by end of January, over UHF Channel 35.

Wheeler, appointed by president

Wheeler, appointed by president Harry C. Wilder, is occupying temporary offices in the Strand Theatre Bidg, with treasurer Paul L. Jacobson, son-in-law of Si Fabian, Jacobson, who is also assistant to the president, was with WTVJ-TV. Miami, prior to joining Fabian Theatres as TV consultant.

3 N.Y. Originations For Ralph Edwards 'Life'

Ralph Edwards' 'This Is Your Life' will emanate from New York for the first time in three successive stanzis, today (Wed.) Dec. 2 and 9. They'll, be live sessions on NBC-TV as per the setup introduced on the Coast this season, having previously been kinnied.

One of the shows will be in color bending the usual okay from the FCC. Lacking that, the one so designated will have its dress renearsal tinted up. Edwards is due n New York this week to work on he threesome.

Springfield, III .- Charles Baugh man has lieen appointed TV arm editor at WICS and will host be mightly "Down on the Farm" how Also added to the UHFer's att is Warren King, signed on as salesman.

FOR LEASE IN WEST 50'S

Attractively Furnished Office Space 750 Square Feet Term Lease Includes Rug. Drapes, Desks, Air Conditioner, Lamps, etc. BRAISLIN, PORTER & WHEELOCK, INC. MU 2-4110 Mr. Cardote

Station Reps

Continued from page 29

a m. slot. Reps stated that relatively high TV network costs, greater national spot competition, and a strong pitch by station reps to key accounts were factors in boosting overall sales picture. Headley-Reed stations were up 27% for 1953.

27% for 1953.

Lou Avery of Avery-Knodel offered proof to radio's sales increase, estimating a 5.7% rise in earnings. He cited one ABC affiliate that had climbed 73.1%. Increase, according to Avery, was a pitch for audience selectivity in programming. He noted that 20 to 25% of nation's radio outlets have dropped this year, but pointed out that poor local programming and increased TV inroads were responsible for the loss. sible for the loss.

Macy's

a community center, with latter being achieved by installing the necessary recreational facilities, Point is also made that center can be an ideal spot for the origina-tion of TV shows since it can draw on large audiences from the immediate neighborhood. TV studio, it's indicated, can be used by one of the established networks,

W&K is currently working with Macy's on the overall design of the shopping zone. Architectural plans are expected to be completed by April, 1954. Timetable for open-

retworks to originate their shows from more points along the net, to get more cities "excited" about radio. Advertisers can use this technique to "pinpoint markets" they want to excite. Cott also called for a more cautious use of tape by broadcasters. While tape has given radio "new dimensions" by moking talent available which couldn't work live, too many broadcasters have become "tapeworms," using tape just for the sake of being on tape.

Cott, incidentally, was greeted

Cott. incidentally, was greeted at the discussion by another speaker, Lester Gottlieb, CBS program veep, who took the occasion to "welcome NBC back to network radio."

Columbus — Spook Beckman, late right announcer and movie enucee, has resigned from WLW-C effective Nov. 30. Beckman has not announced what his plans for the future are.

Chi Indie's 4-Yr. White Sox Pact

Chicago, Nov. 24.
WCFL has grabbed off exclusive rights to air the White Sox base-ball games for the next four years. A new three-year paet was signed lost week which goes into effect in 1955. The current three-year dead, picked up by the labor-owned hidse from the defunct Liberty Brondersting System, runs through it is upcoming season. Neither party would disclose the terms.

It is understood that the Sinelar Oil Co. and General Finance will again pick up the WCFL diamond schedule.

schedule.

Both home and road games with be fed to the White Sox network saring out through the club's promotional territory. Some 40 sections are signed up to date with the final count expected to be near 60 outlets when the season starts.

Bob Elson handles the play-be-play, assisted by Don Wells.

DEME'S WIHT DEAL RESOLVES DILEMMA

Hartford, Nov. 24
John Deme of Norwich has confirmed reports that he is negotiating for the purchase of WTIIT here and transferring it to nearby Manchester. Deme, former head of WICH, Norwich, is seeking to buy the equipment of the station which is owned jointly by the Hartford Times and WONS a Tom O Neil property.

which is owned jointly by the Hartford Times and WONS a Tom O Neil property).

Both the Times and WONS have received joint permission to operate a uhf'r here on channel 13, This means either the sale of the station or its dissolution under FCC rules,

WTHT, a 250-watter, is posing a preblem for the combined O'Neal dieneral Teleradio Hartford Times forces. If it is sold, it would be a competitor on the local scene to WONS. If dissolved, there is the chance someone else may grab up the wavelength. It moved to nearby Manchester, Hartford would still be under the umbrella coverage of the station and therefore station would still be a competitor in the Hartford market, Manchester is eight niles away.

San Antonio—The Pearl Troubadors have made their bow here on KCOR in a quarter-hour programheard each afternoon, Monday through Saturday. Mexican folk-lore music as requested by dialets is played. Fred Romero and Carlos Garcia are co-emees. Series is sponsored by the Pearl Brewery here.



LONG ISLAND'S AMAZING NASSAU COUNTY RANKS

17th

NATIONALLY IN FOOD STORE SALES . . . \$264,005,000

(Sales Management)

WHLI, "THE VOICE OF LONG ISLAND" has a larger daytime audience in the big booming major LONG ISLAND MARKET than any network or combination of independents . . . (Conlan)

Represented by Rambeau



AM 1100 FM 98.3

LONG ISLAND, N. Y.

Paul Godofsky, Pres.





4 MONTHS-"NIGHT IN VENICE," New York

6 WEEKS-DESERT INN, Las Vegas Comm. Dec 13, LATIN QUARTER, New York

CAN BE CONTACTED FOR TELEVISION APPEARANCES DURING LATIN QUARTER ENGAGEMENT

Personal Management CASS FRANKLIN LOU WALTER ENTERPRISES, INC. 1576 Broadway, New York — CO 5-1091

DuM Sees 30% Biz Hike For '53

A 30% hike in DuMont billings for 1953 is forecast by Gerry Mar-tin, web pro network sales chief, who estimates the net's annual re-turn at a record \$13,000,000.

Martin, citing a heavier spon-sored nighttime programming spread as a chief factor in the in-crease, claimed a 128% sales in-crease for October over last month's earnings. He stated Octo-ber's biz rise this year was 43% higher than a similar period last ear, despite more than six hours of sustained network shows.

N. Carolina B'casters Protest Regulation Of Beer Commercials

Greensboro, N. C., Nov. 24.
Representatives of some 22 radio stations appeared before the State ABC Board at Raleigh last week to argue against proposals to regulate advertising of beer over the airwaves in North Carolina.

late advertising of beer over the airwaves in North Carolina.

They told the board they feel they are doing a good job of self-regulation, that to regulate radio beer advertising and not regulate regulation, the told the regulate radio beer advertising media, including newspapers, would constitute discrimination, and that even if regulations are adopted advertising of beer would still be heard in the state via network programs which the board cannot regulate.

Meanwhile, two representatives of the beer industry indicated they favor some regulation. A distributor told the board that the cry for regulation resulted from a row in the industry over beer advertising ingles, like the one which procedains, "I'm from Milwaukee and I ought to know, etc."

ABC Board Chairman Tom Allentold the group he has received letters from every section of the state from "people condemning advertis."

told the group ne has received let-ters from every section of the state from "people condemning advertis-ing of strong drink on radio and wanting the board to do something about it...."

Chi Reactivates Radio Club; TV Merger Nixed

Chicago. Nov. 24.
Chicago Radio Management
Ciub. dormant for the past year
and a half, is being revived with
the first meeting slated for Jan.
6. Plans to reinstate the "radio
only" organization grew out of the
railure to come to terms with the
Chicago Television Council on
herger negotiations that have cen underway for more than a

Main hitch in the merger dis-cussions was the reluctance of the TV group to give up its identity in favor an all-inclusive broadcasting

favor an all-inclusive block.

Lame duck board of the Radio Club, presided over by Howdee Eleyers of the O. L. Taylor rep farm, meets tomorrow (Wed.) to hominate a new slate of officers to be presented to the January meeting.



Sundays

Mgt.: William Morris Agency

USE the Versatile MARY LOU

DRAMATIC LEADS
CHILDREN'S VOICES
COMEDY CHARACTERS
DOUBLES (age 2-60)
COMMERCIALS
CATACH: RADIO REGISTRY, MU E-660

H'wood Vidpix

Ziv TV, "Favorite Story," "Cisco Kio," "I Led Three Lives," and "Mr. District Attorney." Companies which have all the scripts they need are Arrow Productions, "Ramar of the Jungle"; Federal Telefilms, "Adventures of the Falcon", Reed, "Rocky Jones, Space Ranger"; Telemount-Mutual, "Cowboy G-Men."

Those with staffers are B&R Ray Bolger show; Frank Ferrin Productions, "Smilin' Ed's Gaige"; Guild Films, "Life With Elizabeth"; Loveton-Schubert Productions, "Topper"; Mark VII, "Dragnet"; Revue Productions, "Meet Mr. McNutley" and "Pride of the Family."

Mr. McNutley" and "Pride of the Family."

Companies wanting scripts are William Broidy Productions, "William Broidy Productions, "Gesprics: Dougfair, "Douglas Fairsnaks Presents"; Four Star Productions, "Four Star Playhouse"; Guild, "Joe Palooka Story"; Lewislor Productions, "Euter to Loretta"; Meridian, Schlitz Playhouse; Revue, "Pepsi-Cola," "City Detective"; Screen Gems, Ford Theatre and untitled series; Sovereign Productions, GE and "Your Jew-Ger's Showcase"; Frank Wishar Productions, "Fireside Theatre."

Not buying for various reasons are Conne-Stephens, Cosman Productions; Family Films, Flying A, Prockter TV, "Kit Carson" series, Roy Rogers scries, Solar Productions, Superman, TCA Productions.

Pat & Bob

Continued from page 29 =

affiliate member who generally re-

affiliate member who generally reflected the thinking of a majority "as an administrator it may be something else again."

It's significant that NBC veepee Manie Sacks, Gen. Sarnoff's emissary at the convention, was "scouting" the dual performance from the sidelines. For the Weaver-Sarnoff, Jr. teamup, incepted tecently when young Sarnoff was designed as Weaver's key administrative aide, is seen as "breaking the ice" for the eventual emergence of Weaver into the prexyrole—but with the younger Sarnoff in the backstop position on the more realistic administrative phases of operation.

Agencies Alerted

Continued from page 27 ==

of b & w compared to 5,000 feet of

of b & w conspared to 5.000 feet of color.

Cost of commercial, complete with a fancy ballroom backdrop and an eight-actor cast, was estimated at between \$12.000 and \$15.000. Set alone, requiring three days to build, cost agency \$1.000. Elgar, w.k. in documentary and religious pix, claimed numerous products currently advertised on monochrome, would be forced to undergo color changes. He noted pastel shades, and those brands with a blue and green background, as being forced to switch color design or remain in a b & w setup. Other Madison Ave. toppers take another stand. They want the color cra to conform to all types of advertising and feel the tinted media will eventually include all novel patterns.

Treyz

Continued from page 32

such as Arthur Godfrey, hold up strongly in video homes.

Another fallacy held by the network. Treyz said, is that radio circulation in TV homes depends on the time of day. "It depends not on the hour," he said, "but on the program." He pointed to WENR's (Chicago) "Anonymous," which is now going full-network, as an example of a nighttime show which has good TV-home circulation.

Continuing premise of the networks that radio is for families without TV is responsible for the recent exit of many top advertisers from nighttime radio. Shows that were axed were programming entertainment which TV could do better, he said. Sponsors felt that the non-TV audience alone didn't justify the expense Same sponsors would have stayed abroad, Treyz said, if the neis programmed their shows for the TV setowner as well as the tadio-only femily. as the radio only family.

200,000 Storer Shares Get a Quick Grab-Up

Toledo, Nov. 24.
First public offering of common stock in the Storer Broadcasting Co. was sold out promptly, with 200,000 shares disposed of. Coming out price of the stock was \$14.

out price of the stock was \$14.

The shares were put up by J.
Harold Ryan, Teledo, a director, tree-president and treasurer (63,-125 shares; his wife, Frances; Ryan (102,500 shares) and by George B. Storer, founder (34,375 shares).

Honolulu — Rex Wills has left KHON, Honolulu, where he was sportscaster, to join public rela-tions staff of Pan American Air-ways in same city.

NBC Film Division

lished their reputations vla network showcasing. It was brought out that competing stations arrivers such shows as "Dragnet" or "Gangbusters" now making the rounds as "Badge 714" and "Captured" are making no bones about exploiting the original NBC-TV titles. One case was cited where an indie picked up a bundle of NBC and CBS syndicated films and then advertised in the local paper as an "affiliate of the NBC-CBS film network."

One suggested "reform" was

One suggested "reform" was that the Film Division remove all

pix are put out as retreads to non-NBC stations. As one affiliate put it. What's the value of my NBC tranchise when I see my competi-tion waving the same banner on his returns."

Matter was bucked to the Com-pittee of Nine to be threshed out at the Dec. 11 meeting with the network

Waco, Tex.—One of the bardest fought battles ever staged before the FPC will be between KWTX Broadcasting Co., and the Waco Television Corp., for the one regu-far TV channel No. 10 which has been allocated here.

* * * * * * *

We wish to give credit where credit is due for the program

DINNER WITH THE PRESIDENT"

televised on Monday evening. November 23

Entire production supervised by

RICHARD RODGERS and OSCAR HAMMERSTEIN, H

Produced by MARTIN MANUELS.

Directed by BYRON PAUL:

Written by MILTON GEIGER and WHLLIAM N. ROBSON

- Musical Conductor HENRY SYLVERN

To these men—and to

- DESLARNAZ LUCILLE BALL WALTER CRONKITE EDDIE FISHER WILLIAM FRAWLEY JANE FROMAN BEN GRAUER

REX HARRISON HELEN HAYES ETHEE MERMAN LILI PALMER THELMA RITTER JACKIE ROBINSON VIVIAN VANCE

WILLIAM WARFIELD

And to the technical staffs of

The COLUMBIA BROADCASTING SYSTEM and Station WTOP, Washington, D. C.

Our grateful thanks

Anti-Defamation League of B'nai B'rith



Jocks, Jukes and Disks

Eddie Fisher: "Oh! My Papa""Until You Said Goodhye" (Victor: Launched on the indie Essex
label by Eddie Calvert, this version of the Swiss tune, "O Mein
Papa." is gettling an unusually
heavy wax push by the majors.
Eddie Fisher's version could so
heavy wax push by the majors.
Eddie Fisher's version could so
heavy wax push by the majors.
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Eddie Fisher's version could so
heavy wax push by the majors.
Eddie Fisher's version of the
sound as is getter with a junp
beat and a cute lyric.

Album Reviews

Kathryn Grayson-Howard KeelAnn Miller-Tommy Rall-Bob FosseKeenan Wynn-James Whitmore.
Miller-Tommy Rall-Bob FosseKathryn Grayson-Howard KeelAnn Miller-Tommy Rall-Bob FosseKathryn Grayson-Howard KeelAnn Miller Tom the
soundtrack of the Metro film.

"Kiss Me Kate." this album is anobby van Horsen direct from the
filmusical packages. Although the
Cole Porter lyrics have been
runsical waxed one. Kathryn Grayson and Howard Keel, in the lead
the the sound also registers
strongly on a dance version of the
film title song. Diamond's current
click on "Off Shore" will give this
sade an edge. There's tough conpetition in Richard Hayman's silce
for Mercury and Axel Stordah's
non-harmonica a Trangement for
Capitol. Diamond also regis



LAWRENCE WELK

and his
CHAMPAGNE MUSIC
117th Consecutive Week, Aragon
Ballroom, Santa Monica, Calif.
Exclusively for Coral Records
EBBTIDE

Backed by BEAUTIFUL OHIO

video show personalities, including Julius LaRosa, since this set was cut before the splitup. This set is done simply and reverently and the selection of hymns and pop tunes make up a varied, listenable repertoire.

repertoire.

Red Norvo Trio & Cal Tjader Trio (Fantasy). These two sets by the indie label, Fantasy Records, showcase some topflight jazz performances by two standout combos. The vet jazzman, Red Norvo, is featured with his trio on a flock of lovely standards played with taste and delicacy by the vibraharp-guitar-bass crew. Cal Tjader, on plano, is among the newer jazznames but not one of the extremists, the has a swinging attack that's listenable all the way. Tjader's set comprises standards plus a couple of original instrumentals.

Best Bets

OH: MY PAPA
Until You Said Gootbye
SADIE THOMPSON'S SONG
On The Mail LEO DIAMOND JUDY VALENTINE SHE WAS FIVE AND HE WAS TEN
(Epic) A Ride In Sonta's Sleigh

to the Epic label, gets her best chance to crack through into the hit lists with "She Was Five." This is a fine ballad projected with the right kind of simplicity by Miss Valentine, Flip is an okay Christmas number with fair pros-

Christmas number with fair prospects.

Bing Crosby: "Changing Partners"-"YAll Come"; "Ida, Sweet As Apple Cider"-"I Can't Believe That You're In Love With Me" Obecca! Bing Crosby may pull a surprise on "Partners" and come out on top. He's in excellent voice and gets firstrate backing from the Jud Conlon Singers. "YAll Come" is a bright country-styled item okay for the genre. Crosby is unimpressive on the oldic, "Ida," but comes through nicely on the flip standard, "I Can't Believe."

Georgia Gibbs: "Under Paris Skies"-"I Love Paris" (Mercury: Few thrushes can belt a song with the vigor and color of Georgia Gibbs and she demonstrates her talents to best advantage on this modley of Paris tunes. "Paris Skies" is a fine tune that stands up under repeated spins, especially as Miss Gibbs handles it. Her rendition of the Cole Porter showtime, "I Love Paris," may be late but it's among the very best arrangements on this number.

Jerry Wallace: "Little Miss One"-"Petrillo" (Allied). "Little

but it's among the very best arrangements on this number.

Jerry Wallace: "Little Miss One" "Petrillo" (Allied). "Little Miss One" has sleeper possibilities. It's a simple, catching item with a good idea and delivered with appealing pines by Jerry Wallace. Solid for jocks and jukes Flip is a tired number with a tagline revolving around the AFM chief. James C. Petrillo.

Ames Bros: "I Can't Believe That You're In Love With Me"-Boogie Woogie Maxixe" (Victor: The old Jinniy McHurh-Chreme Gaskill number. "I Can't Believe, is due for a revival with this Ames Bros shee, It's a straightforward, ungimmicked rendation that sells this lovely ballad to the hilt. Reverse is pleasing boogie-woogie fare.

Toni Arden: "Take Me Now".

this lovely ballad to the hill. Reverse is pleasing boogle-woogle fare.

Toni Arden: "Take Me Now"—
"I Wish I Knew" (Columbia). Toni Arden is pressing too hard on Take Me Now."—
"I Wish I Knew" (Columbia). Toni Arden is pressing too hard on Take Me Now." This is one of those big ballads and Miss Arden rives out with too much schmaltz in trying to get that super inpoact. It's a case of overselling. Miss Arden registers better on the flip of Wish I Knew." a fine number with good prospects. Perce Faith orch's backing is tasteful.

Vaughn Monroe: "Guessing"—"Redwood Sinoke" (Victori Vaughn Monroe has a solid coupling on this disk. "Guessing" is a litting ballad that he projects easily and seffectively. "Redwood Sinoke" is a western-flavored item with a dozey beat and a fine lyine. It's the type of tune that Monroe does best.

Jaye P. Morgan: "Liffe Is Just A Bowl Of Cherries"—"Operator.

orch, under Andre Previn's baton backs up with full-bodied arrange-

backs up with full-bodied arrangements.

Arthur Godfrey-Janette Davis-Halelake-Martion Marlowe-Frank Parker-The Mariners-La Ann Simms-Julius LaRosa-McGuirc Sisters-Archie Bleyer Orch: "Christmas With Arthur Godfrey" (Columbin). This is a natural holiday package of Xmas standards as rendered by Arthur Godfrey's His first release will be "Songs My Mother Never Taught Me."

Col's Distinguished 'This I Believe

The same showmanship-on-wax which has distinguished a number of recent diskery productions, including Columbia's series by name authors recounting their own favorite stories, distinguishes Col's newest, "This I Believe." It is topnotch stuff, a living edition on wax, as it were, of the famed radio series and the 1952 Smon & Schuster bestseller which sold over 300,000 copies. The radio program has a remarkable penetration with its broadcasts 2,400 times a week in the U. S. alone, heard by 39,000,000 people an average of twice a week, and also a regular Voice of America feature besides its broadcasts to dur Armed Forces. State Dept. translations go to newspapers in some 97 countries, and is also a syndicated newspaper feature.

The \$10.90 platter joh (Col No. Sl. 192, two 12-inch LPs.) was a natural evolution. It gives the personal philosophies of 10 living Americans, and a companion platter is the completely new "Personal Philosophies of 10 limnortals."

The accent is on faith and Godliness, but each does it in his own manner, and there is no monotone other than the basic premise of worthy dedications. Ed Murrow who, with Bill Paley. Don Thornburgh and adman Ward Wheelock, helped conceive the "Believe" program pattern, does a literate and effective commentary job. His introductories and vignette closeups on the personalities frequently par the quality of the subject's own philosophies. Murrow's prefaces are sagacious and lend the right authoritative note as Bernard Baruch, Helen Hayes, Ralph Bunche, Charles H. Percy, Mrs. Marty Mann, Eleanor Roosevell, Louis B. Seltzer. Helen Keller, Will Durant and Carl Sandburg parade before the mike. The philosophies of this cross-section, whose attitudes run the gamul from world affairs, human relations and still more personalized augulsth—such as comes to a Helen Hayes with the loss of her daughter in her latter teens, or to Mrs. Marty Mann's Alcohelic Anonymous problems—are vivid readings. Deservedly they are perpentated on wax.

The "10 immortals" have been sagaciously in

Longhair Disk Reviews

Beethoven: Concerto No. 3 in C Minor (Columbia; \$5.45). Spirited eading of the w.k. work by planist Rudolf Serkin. Lyrical slow movement is played a little too vigorously, with too much boom in the assisting orch. Otherwise, rich

tone of the Philadelphia Orch un-der Ormandy is soothing accomp to a gifted soloist.

to a gifted soloist.

Berlioz: Lelio (Vox; \$5.95). Lively, exciting performance of a little-known, rarely-heard work, a lyric monodrama for narrator, soloists, chorus and orch which Berlioz meant as followup to the Symphonie Fantastique. Bizarre, extravagant but interesting, opus has a good-deal-of appeal in this recording. cording.

cording.

Divorak: Cello Concerto (Westminster; \$5.95). Lyric, expressive
performance of the lovely, romantic work. Cellist Antonio Janigro's
warm singing tone and fine musicianship gets excellent support
from the Vienna State Opera orch
under baton of America's Dean
Dixon. Attractive disk.

Wagner Album (Columbia: \$5.45), Margaret Harshaw's fine though not obulent dramatic soprano in worthy performances of Siegfried's Funeral Music and the Immolation Scene. Philadelphia Orch backs up superbly. On reverse, orch gives brilliant reading of the Pre'ude, Love Night and Love Death from Tristan.

Love Night and Love Death from Tristan.

Other disks of interest—Urania's modest-priced (\$2.50) Request. Socies offers a lively coupling of the Grieg A Minor Concerto (with Friedrich Wuehrer) and Rachmenlinoff Rhapsody on a Theme, by Paganlini (with Julian von Karoly), a sensitive reading of the Lefo Symphonic Espagnole, with Ferdand Meisel violinist, plattered with Rimsky-Ko-sakov's Carriccio Espagnol; and a so-so reading of the Brahms Fourth. Columbia of the Brahms Fourth. Columbia of the Shostakovich Fifth, full of savage drive and rugged appeal, and a fine-sounding reading of two Seriabin mood-pieces, Poem of Erstay and Poem of Fire, real Slavic and mystical, both albums done by the N.Y. Philharmonic.

Songs With Largest Radio Audience

The top 30 songs of week (more in case of ties), based on copyrighted Audience Coverage Index & Audience Trend Index. Published by Office of Research, Inc., Dr. John Gray Peatman, Director, Alphabetically listed.

Survey Week of November 13-19, 1953 (Listed Alphabetically)

Baby, Baby, Baby	Famous
C'est Si Bon	
Changing Partners	Porgie
Crying in the Chapel	
Don't Forget to Write	Advanced
Ebb Tide	
Eh Cumpari	
I Love Paris-*"Can-Can"	Channell
I See the Moon	Plymouth
In the Mission of St. Augustine	Popublic
Istanbul	Alamo
It's Easy to Remember	
Love Walked In	
Many Times	
No Other Love-*"Me and Juliet"	
Oh	
Pa-Paya Mama	
Rags to Riches	
Ricochet	heldon
Secret Love-"Calamity Jane"	Pemick
South of the Border	Shaniro-B
Stranger in Paradise-*"Kismet"	
Sweet Mama Tree Top Tall	
That's Amore	
Think	Joy
Vaya Con Dios	Ardmore
When My Dreamboat Comes Home	Remick
Woman	
You Are My Love	
You, You, You	Mellin

Second Group	
Am I to Blame	Feist
Baubles, Bangles and Beads-*"Kismet"	Frank
Deadwood Stage-*"Calamity Jane"	Remick
Don't Take Your Love From Me	Witmark
Don'tcha Hear Them Bells	Iris-T
From Here to Eternity- "From Here to Eternity"	Barton
Girl in Satin	Mills
Granada	Peer
Happy Christmas Little Friend	Williamson
Heart of My Heart	Robbins
I Just Love You	Miller
Jones Boy	Pincus
Keep It Gay-*"Me and Juliet"	Williamson
Mademoiselle De Paree	Mills
My Love, My Love	Meridian
Off Shore	Hanover
Oh, My Papa	Shapiro-B
P. S., I Love You	La Salle
Under Paris Skies	Leeds
You Alone	Roncom
You're the Right One	Paramount

Top 10 Songs On TV

(More In Case of Tics)	
Baubles, Bangles and Beads	Frank
Ebb Tide	Robbins
Mademoiselle De Paree	Mills
Many Times	Broadcast
Rags to Riches	Saunders
Ricochet	Sheldon
Sweet Mama Tree Top Tall	Hollis
Vaya Con Dios	Ardmore
You'll Never Know Till Monday	Robbins
You, You, You	Mellin

Five Top Standards

		. Uniore In	Case of Ti	(S)
Can Can Ca	in			Bloom -
Great Day				Miller
La Vie En l	Rose			Harms
My Man				Felst
Smoke Gets	in You	ir Eyes		Harms
There's No I	Busines	s Like Show	Business.	Berlin

† Filmusical. * Legit musical.

Folk Tune Pub Awards

Broadcast Music, Inc., singled out 14 publishers as recipients of its special award scrolls for the top folk tunes of 1953. Award is based on compilation of ade paper charts of disk jockeys, sheet sales and disk sales. Presentation was made by BMI veepee Bob

Award winners were Acuff-Rose for "Your Cheatin' Heart." "No Help Wanted." "Full Time Job." "I'm Gonna Walk and Talk With My Lord." "Ramblin' Man" and Satisfied;" American Music for "A Dear John Letter," "Caribbean" and "Mexican Joe", Brazos Valley Music for "Rub-A-Dub-Dub", Cedarwood Publishing for "It's Been So Long"; Central Songs for "Going Steady"; Fairway Music for "I Forgot More than You'll Ever Know"; Forrest Music for "Back Screet Affair"; Four Star Sales for "Don't Let the Stars Get in Your Eyes," "Bumming Around" and "Let Me Know"; Frederick Music for "Gambler's Guitar"; Hill & Bange for "Guy Who Incented Kissin", Old Charter Publishing for "That's Me Without You"; Peer International for "Big Mamou"; Tannen Music for "Hey Joe" and "Moonlight," and Valley Publishers for "Crying in the Chapel."

Nat'l Hillbilly Jock Trek to Nashville Sparks Boff WSM 'Opry' Clambake

By MIKE GROSS

Nashville, Nov. 24.

Country music industryites con-Country music industryites con-verged here over the weekend to salute WSM's "Grand Old Opry" on its 28th anni. More than 300 hilbilly disk jockeys were feted by the station and by the flock of publishers and record company reps in town for the fete.

by the station and by the flock of by the station and by the flock of publishers—and record company reps in town for the fete.

Clambake was kicked off Friday (20 with an RCA Victor luncheon. A discussion conclave followed, featuring addresses by such industry toppers as Carl Haverlin, BMI prez. Jim Conkling, Columbia Records prexy, Ralph S. Peer, head of Peer International; Fred Rose of Acuff-Rose Musle; publishers Nat Tannen. Howie Richmond and record company reps Bob McCluskey (Victor). Mike Conner (Decca), Dee Kilpatrick (Mercury) and Ken Nelson (Capitol). Meet culminated with the presentation of special BMI awards to the pubs of the top folk tunes of the year.

WSM hosted the guests at a buffet dinner Friday evenling. Hill & Range Publications feted the platter spinners Saturday morning (21) at WSM's radio program, "Breakfast at the Opry," during which the deejays met the "Grand Old Opry" artists.

N. Y.'s Strong Contingent

The other Saturday affairs included a luncheon tendered by Peer International, the first of the billbilly pubs; a cocktailery by Country Song and Roundup mag, a dinner given by the Acuff-Rose pubbery and a midnight dinner hosted by Capitol Records.

The platter spinners also attended the anni broadcast of "Opry" at Ryman Aud, Nashville's Cornegie (Continued on page 58)

Continued on page 58)

Granz, Cugat Nix Nip Tooter 10% Bite; Stir Local Union Exec's Ire

Local Union Exec's Ire

Tokyo, Nov. 17.

Norman Granz, whose "Jazz At

The Philharmonic" show wound

10 a two-week Japan tour Nov. 13

Yith a boff \$180,000 gross from

24 performances in Tokyo, Osaka

and Nagoya, threatens to become

a cause celebre in the current controversy between the Japanese

Federation of Musicians and visit
ing foreign artists. Hassle over

10% contribution from visitors to

JiM reached a peak with lengthy

yatement by JFM, which was re
brased to the press and also for
warded to the American Embassy

and headquarters of the U.S.

Army here.

beadquarters of the U. S. Army here.
Statement accused Granz and Avitar Cugat, also winding up a divatre and club date tour, of practically forcing a life of starvation about Japan's musicians by refusal comments the demands of JFM 1978, Kyosuke Kami. Both the bresario and the bandleader are repeatedly told. Kami that may are not opposed to the payout of the tax, but that it is a liter out of their hands which could be discussed with their reprisers.

Granz's sponsor, Taihei Records, ch distributes his disks here. It he press it would be willing pay the tax if proper govern-stal channels for collecting it ie set up, but that their appli-tion for foreign currency to pay (Continued on page 591....

ASCAP Brushoff?

ASCAP Brushoff?

Nashville, Nov. 24.

Music biz execs in town over the weekend for WSM's 28th anni celebration of the "Grand Old Opty" commented on the failure of ASCAP to send a rep down.

Brushoff was pinpointed by the appearance of BMI prexy Carl Haverlin with four aides, Bob Burton, Russ Sanjek, Ken Sparnon and Julie Stearns.

Plagiarism Suit On 'Dragnet' Theme

NBC-TV show, "Dragnet," which turned into one of this year's bigturned into one of this year's big-gest disk hits In both straight and parody form, has now become the local point of a plagiarism action. The Big Three (Robbins, Feist & Miller), acting in behalf of Metro studio composer Miklos Rosza, filed suit In N. Y. Federal Court against Alamo Music, publishers of the theme, and Walter Schumann, composer. composer.

composer.

Suft contends that Rosza wrote the theme several years ago as menace music for a picture. "The Killers," the Mark Hellinger production for Universal Pictures adapted from an Ernest Hemingway short story. The score for the pic is copyright property of the Big Three combine. The Alamo firm is the ASCAP affiliate of the Jean and Julian Aberbach 'Hill & Range' publishing aperation. Abeles & Bernstein law firm is handling the case for the Big Three.

Kooper in Pro Manager Spot at Iris-Trojan

Mac Kööper took over the pro-fessional manager's spet at Iris-Trojan Music this week Kooper had been head of Walt Disney Music's eastern branch until last week, when firm reshuftled per-sonnel in an operational reorgan-ization.

Iris-Trojan was recently set up by Les Paul & Mary Ford.

RCA Victor Kicks Off Italian Disk Plant on Dec. 1

RCA Victor is kicking off operation of its new Italian disk plant Dec. 1 with the pressing and release of 24 albums, split between classies and pops, plus six pop singles. At the same time. Victor will release an Italian vocal-entiar disk in this country, according to George R. Marek, Victor artists & repertoire exec, who just returned from a European trip.
Victor releases in Italy will initially feature artists from the U.S. company's roster, in the pop ficid there will be an accent on instrumentals by the Sauter-Finegan, Ralph Flanagan and Hugo Winter-halter orchs in which the language barrler is nil. In addition, however, there will be releases by sucin personality singers as Perry Como and Eddic Fisher.

The longhair releases will include Arturo Toscanin's "Pines & Fountains Of Rome" and Verdis "Othello," and albums by Vladimir Horowitz, Fritz Reiner, Artur Rubinstein, Jascha Heifetz, Josefurth, Leopold Stokowski, and Charles Munch with the Boston Symphony Orchestra.

Album prices in Italy will be around \$750, or \$2 more than in America, Prices may be lowered later. In the pop field, disks will run at \$1 in Italian money, as compared with 89e here. Marck pointer Exhrager, Madel Brundt, won.

be standout.
Victor's operation in Spain,
meantime, is slated to be launched
in February. Meade Brunet, manager of RCA Victor's international
division, is currently overseas
huddling with Gabriel Soria, head of the Spanish plant, on company

Kalmanoff Into Disk Biz

Songwriter Marty Kalmanoff has entered the disk biz with the buyout of Round Recards from Bob Buchanan, Latter, who launched the indie last year with the widely-publicized "Onion And I" disk, is now working for Kalmanoff as promotion manager.
Songstress Anita Ellis recently cut a couple of sides for Round.

Tooters Union Brass Begins Huddles On Several Industry-Wide Contracts

Election of officers will take place at the MPPA board's De-cember meeting. It's expected that Bernstein, Shapiro-Bernstein top-per, will be reelected to the prexy

Col Boosting LP Disk Price

ing costs in the disk industry is again forcing a boost in longplay platter prices, with Columbia Records taking the lead with a 50c hike beginning Dec. 1. Under Col's new price schedule, 12-inch LPs will retail at \$5.95 instead of the current \$5.45.

It's expected that the other major U. S. diskers will fall in line with Col's prices. RCA Victor's 12-inch LPs now sell at \$5.72 and the company's execs are studying the question of going up to \$5.95. All prices are inclusive of the 10% Federal excise tax. If the \$5.5 price becomes general, it will put the U. S. LPs at the same level as the foreign disk importations.

Col's price hike marks the second major boost in prices since the introduction of LPs five years ago. Originally, the prices for 12-inch disks were set at \$4.85, but later moved up to their current level.

Chapman Joins Victor On Pop Disk Publicity

Bill Chapman, ex-Time and Life mag staffer, has joined RCA Vic-tor's publicity department to han-depops. He'll work under disk publicity chief Warren Schwed as replacement for Frank O'Donnell, who was promoted to a promo-tional spot in the company's cus-tom records division.

Ben Kemper continues in the longhair flack slot, with Ann Fulchino handling reviewers' serv-

MPPA Returns Full
Board of Directors
The full board of directors of the Music Protective Assn. was accleated at the annual MPPA membership meeting in New York membership meeting in New York Merk Week. Board consists of Loins Bernstein, Jack Bregman, Saul H. Bourne, Abe Olman, George Joy, Jack Mills, Bernard Goodwin, E. H. Morris and Max Dreytis.

Election of officers will take place at the Miss and the meeting of the APM in the Miss and the major timp producers and January.

First meeting of the APM in the Miss and the major timp and the APM in the Miss and the major timp roducers and January.

First meeting of the APM in the Miss and the major timp and the APM in the Miss and the major timp and the major timp and the Miss and the major timp and the Miss and the major timp and the

ber and January.

First meeting of the AFM international exce board, prior to the start of the pact rengotiations, was held in New York vesterday. Thus: with Petrillo presiding, Additional sessions of the exce board will be held to define what and how much the AFM will ask for from the various entertainment mechanics.

flow much the AFM will ask for from the various entertainment incha in the radio-TV field, it's known that there's widespread resentment among umon officials on the local level against the use of transcribed mood, bridge and ene music on dramatic shows. Virtually every top dramatic shows. Virtually every top dramatic shows utilizes canned, rather than live music, thus cutting down job openings for musicians. In the last pact with the radio-TV broad-casters, the AFM was unable to get any concessions on this point, but Fetrillo may revive demands for wider employments of live musicians on such radio-TV shows.

At the present time, most disk industry execs believe that Petrillo is in favor of keeping the status quo with regard to the Musicians Performance Trust Fund, although he will probably ask for liked scales for recording sessions. Some disk toppers, however, fear that Petrillo may ask for a bigger hite for the Trust Fund, which allocates moneys for cuffo concerts throughout the nation. This issue is expected to be the focal point of the talks with the disk Industry.

out the nation. 'Fhis issue is ex-pected to be the focal point o the talks with the disk industry

Victor Using Two Chevvys As Bait to Hook Plugs For Dinah's 'Partners'

In one of the costliest promo-tions on a single record, RCA Victions on a single record, RCA Vic-tor is launching an allout promo-tional campaign in behalf of Dinah Shore's version of "Changing Part-ners," a time which she was the first to cut. As part of the push, Victor is planning a giveaway of two Chevrolet Corvette sporten-models, valued at about \$3,600 each, to two disk jockeys in a na-tional contest whose details are still heing worked out. In addition to allotting a special promotional lindget for the disk,

In addition to allotting a special promotional landget for the disk, Victor excess are recording "pen talks" which will be played to all distribs and field men. The Shoreverslon for Victor is currently competing with later slices by Patti Page for 'Mercany and Kay Starr for Capitol.

"Changing Partners," incidentally, has moved to be top of the sheet omsie bestsellers with phenomenal speed since it was introduced a couple of weeks ago. Tune became No. 1 in New York this week after being nowhere the presions week. Trade exees ascribe the rapid rise of the tune to the fact that the hit lists are now dominated by numbers which are on the way out after being up for five or six months.

ASCAP Sets Cunningham As D.C. Legislative Rep

AS J.C. Legislative Kep.
Paul Cunningham, vet writermember of the board of the Amerlcan Society of Composers, Anthors
& Publishere, is currently active
in Washington, as ASCAP's legislative rep. He is continuing the
work of Fred E. Ahlert, ASCAP
exec who died last month.
At the present time, the key
ASCAP problem in Washington is
getting the McCarran Bill reported
out of the Senate committee on
'copyrights,' Bill would remove the
exemption given to jukehoxes in
the original 1909 Copyright Act.

Saul H. Bourne has moved his music publishing, operation from the Columbia Records building to larger quarters at 136 West 52d Street N. Y.

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Disclicks Hypo Joni's Bookings

Boxoffice potency of top disk names as vaude-nitery attractions again spotlighted in the solid \$13,000 gross racked up by M-G-M thrush Joni James at the Hartford Theatre, Hartford, last weekend (21-22) when she headlined a vaude layout. Rest of the blll comprised Eddie Heywood's trio, Tippy & Cobina, Betty Luster and the Vitias Troupe.

Miss James has been cashing in on her series of disk clicks with steady bookings since June. She has been mostly playing one or two-night stands in niteries, auditoriums, ballrooms and theatres. Her weekly earnings are figured at well over \$10,000.

Miss James, incidentally, has recently gone into the publishing business with the formation of Bantam Music. Tony Acquaviva, conductor and arranger, is handling her personal management, with General Artists Corp. booking

POSITIONS

POSITIONS

This Last Week Week

3

STAFFORD DISK SCORES AS SCOTCH CHURCH TEXT

Jo Stafford has sent a gift of six of her waxings to the Grange Church of Grangemouth, near here. The minister, Rev. James Keillor, recently illustrated a sermon by playing one of her records, "It's No Secret What God Can Do," from the pulpit.

Diske ware sent the second of the sec

Disks were sent to the minister on Miss Stafford's instructions by her manager in N. Y.

Minister said the playing of the records had been a successful experiment, but he did not think it wise to make a practice of playing disks regularly in church. He has sent his thanks to Miss Stafford.

Northern Wins \$17,500 In 'Sailed' Suit Settlement

Northern Music, publishing subsid of Decca Records, won a settlement of \$17,500 last week in its suit against King Records, Lucky Millinder and others in connection with the tune, "Tonight He Sailed Again," Defendants also paid all court costs involved in the litigation.

tion.

The suit charged that the King Records release of "I Love You, Yes I Do," a hit of several years ago, was an infringement of Northern's copyright, which was given to Millinder for a Decca recording. Federal Judge Sylvester Ryan decided in favor of Northern after a trial, and the settlement came after extensive hearings before a special master. As part of the settlement, King has taken a license from Northern authorizing its etching of 'Tonight We Sailed Again.

Abbott Joins KCKN Sales

VARIETY Scoreboard TOP TALENT AND TUNES

Compiled from Statistical Reports of Distribution Encompassing the Three Major Outlets

Coin Machines **Retail Disks Retail Sheet Music**

as Published in the Current Issue

NOTE: The current comparative sales strength of the Artists and Tunes listed hereunder is arrived at under a statistical system comprising each of the three major sales outlets enumerated above. These findings are correlated with data from wider sources, which are exclusive with Variety. The positions resulting from these findings denote the OVERALL IMPACT developed from the ratio of points scored: two ways in the case of talent (disks, coin machines), and three ways in the case of tunes, (disks, coin machines, sheet music).

TALENT

This Week	Last Week	ARTIST AND LABEL	TUNE
1	1	TONY BENNETT (Columbia)	Rags To Riches Stranger In Paradise
2	4	TERESA BREWER (Coral)	(Ricochet /Baby, Baby, Baby
3	2	LES PAUL-MARY FORD (Capitol)	(Vaya Con Dios)The Kangaroo
4	6	FRANK CHACKSFIELD (London)	
5	5	JULIUS LaROSA (Cadence)	
6	3	AMES BROS. (Victor)	You, You, You
7	7	EDDIE FISHER (Victor)	(Many Times With These Hands I'm Walking Behind You
8	8	PEE WEE HUNT (Capitol)	(Oh! /Mama's Gone, Goodbye
9		PATTI PAGE (Mercury)	. Changing Partners
10		RICHARD HAYMAN (Mercury)	

TUNES

(*ASCAP. †BMI) PUBLISHER *RAGS TO RICHES Saunders *VAYA CON DIOS Ardmore *EBB TIDE Robbins †YOU, YOU, YOU Mellin †MANY TIMES Broadcast *RICOCHET Sheldon EH CUMPARI Rosarch

Diamond 'Off Shore' Disk Staying on Top Despite **Big Company Competish**

THINE

Although indie disk sides rarely survive competition from the major labels, Leo Diamond's harmoni-

Abbott Joins KCKN Sales
With McCoy Band Splitup
Kansas City, Nov. 24.
Chris Abbott, former vocalist with the Clyde McCoy orch, has founed the sales staff of station KCKN. Capper 250-watter here. Abbott left the McCoy crew just a few weeks before it recently disbanded.

Singer had been with the orch about four years, but made the switch to radio here to stay in the buz but avoid the travel.

McCoy broke up his orch a few weeks ago after playing the club ballroom and one-nighter circuit for over four years. He had broken up a former crew several years ago. Latest outfit was a 17-piecer, and hookings for a large crew of that type are not too plentiful in the individual stands out, where McCoy's name is strong.

Leader gave up the band work in order to devote himself to other haancial interests. A flyer in oil prenently came in for him, and this with Memphis interests claims his full time.

James E. Myers, head of Myers and Jem music firms in Philadelphia, recently had his third publishing operation, Standard Songs, accepted for ASCAP membership, secrepted for ASCAP membership, secrepted for ASCAP membership, accepted for ASCAP membership, secrepted for ASCAP membership.

sue the tune again with a lyric, and is prepping release of some 40 sides which he originally cut for the now-defunct Vitacoustic

†CHANGING PARTNERS Porgie

*STORY OF THREE LOVES Foley

Maurice Abravanci will appear as guest conductor with the Hous-ton Symphony Orchestra during week of Dec. 1-7.

Best British Sheet Sellers

(Week ending Nov. 14) London, Nov. 17.

Answer Me Bourne
Poppa Piccolino ... Sterling
Mommy Kissing Santa Morris
Swedish Rhapsody Connelly
Big Ben Box & Cox
Moulin Rouge ... Connelly
Limelight ... Bournelly Limelight Bourne
I Believe Cinephonic
Vaya Con Dios Maddox Look At That Girl Cinephonic Bridge of Sighs Maurice Wish You Were Here Chappell

Second 12

Chicka Boom . Dash
Crying in the Chapel Morris
Flirtation Waltz . Bourne
April in Portugal . Sterling
Hey Joe . Robbins Feist Seven Lonely Days Big Ead William Walk That-A Way Aberbach Your Cheatin' Heart Wood Wright Golden Tango Wright Melba Waltz Chappell

KENTON SOCK \$14,600 IN DETROIT ONE-NITER

Detroit, Nov. 24.
Stan Kenton's "Festival of American Jazz" pulled an SRO 3270
payees for a socko \$14.600 gross at
a one-night bash at the Masonic
Temple here Saturday (21). Featured with Kenton were Erroll
Garner, Dizzie Gillespie, June
Christy, Slim Gaillard and Stan
Getz

Delaney Co-Heads Victor's 'Label X'

Joe Delaney, ex-Coral Records and London Records exec and more recently associated with Lee Eastman's law firm, has joined RCA Victor as general manager of the diskery's new "Label X." Delaney will work with Junny Hilliard, the label's artists & repertoire chief, in heading up the operation, which will probably go Into action with their first releases shortly after the new year.

their first releases shortly atter the new year.

Delaney, who is on a temporary leave of absence from the law firm of Spring & Eastman, is planning to set aip an indie distribution structure for the new RCA label. He will hit the road Monday (3d) for three weeks to oo the distribution. Delaney will also train an assistant to take over the sales manager duties when he exits the post.

manager duties when he exits the post.

Manie Sacks, RCA veepee and general manager of the disk division, disclosed last week that "Tabel X," which was the working uame of the new project, may eventually wind up as the netual monicker Label was conceived as an operation that would be handled through disk exclusive distribs rather than through victor's regular distribs which also handle radio-TV sets, applicances, etc.

MEEDER FILLS RICCARDI SPOT AS PETRILLO AID

Clair E. Meeder, a member of the American Federation of Mu-sicians' administrative staff for the past 10 years, has been upped to the post of first assistant to AFM prexy James C. Petrillo, He fills the post-held-by A. Rex Rocardi, who died two weeks ago. Meeder was formerly prez of the Pitts-burgh musicians' local. George Gibbs, AFM research di-rector for the past six years, was

rector for the past six years, was named as second assistant in Pe-trillo's new staff setup.

Jury Trial in 4-5 Weeks On Miller Pic Track Suit

Un Miller Pic Track Suit Juny trial of the civil samt brought by Mrs. Glem Miller against Universal Pictures for alleged breach of contract in the latter's assignment of the sound-track rights from "The Glein Miller Story" pic to Decca Records, may get under way in the next four or five weeks. N. Y Supreme Court Justice Benedict D. Dincen refused to grant Mrs. Miller an injunction last week, but said the case warranted being placed before 2 jury.

ease warranted neing placed netore 2 jmys.

Attorney for Mrs. Miller, David Mackay, and Universal's legal rep, Henry Cohen & Bingham, have tentatively agreed on fixing the trial date on either Dec. 15 or Jan. 1.

D. C. Maestro, Cartoonist Collab on 'Rocket' Tune

Stan Kenton's "Festival of American Jazz" pulled an SRO 3270 payces for a socko \$14 600 gross at a one-night bash at the Masonic Temple here Saturday (2D. Featured with Kenton were Erroll Garner, Dizzie Gillespie, June Christy, Slim Gaillard and Stan Getz.

The Masonic Temple gig was tabled at a \$3 75 top. It was the first jazz concert to play the spot in two years.

Straight 'Dragnet' Drama

Album Set for Victor

In wake of the recent best-selling disks stemming from the NBC TV show, "Dragnet" Jack Webb, program's star and producer, is culting a straight dramatic albuin for RCA Victor. Wax set, titled "The Christmas Story," Is based on a seasonal yarn that will be done on the "Dragnet" screes around the Walter Schumann theme for the Show by Ray Anthony's orch. Following that, there was a raft of "Dragnet" parodies, topped by Stan Freberg's "St. George And the Rocket Room" intery. Barnee singested a song around the angle, lowing Hood."

Fred Blenstock, ex-Chappell Music staffer, has formed his own publishing firm, Elite Music.

RETAIL DISK BEST SELLERS

Co C0.)

VARIETY Survey of retail disk best sellers based on reports ob tained from leading stores in 12 cities and showing com-parative sales rating for this and last week.

ALBUMS

Christmas with Arthur Godfrey Columbia • C 438

National

- Alamo Piano Clay Davega Stores Record Mart) ndianapolis-(Pearson's) hiladelphia-(Williams Louis-(Ludwig seattle-(Sherman finneapolis-(Don etroit-(Grinnell -(Boston Antonio York _

Gordon Jenkins

Decca

ED 900

CAN-CAN Broodway Cost Capitol S 452

EDM 452

This I wk.	wk.	Artist, Label, Title	N.	Phi	Bos	5	ij.	San	Sea	N N	Kar	Ind	ä	ਹੈ	
1	3	TONY BENNETT (Columbia) "Rags to Riches"	1	- 4	• • ,	3	1	1	5	4	5		2		7:
2	2	FRANK CHACKSFIELD (London) "Ebb Tide"	2		6			2	2		1	2	1	6	66
	4	JULIUS LaROSA (Cadence) "Eh Cumpari"	4	1			7		4	6	4	3		7	5
1	-	LES PAUL-MARY FORD (Cap.) "Vaya Con Dios"	3	3	10	-		-	3		3	5	10		4
	5	TERESA BREWER (Coral) "Ricochet"	7				3	5	7	3	6	7		5	4
	12	DEAN MARTIN (Capitol) "That's Amore"	8	-	7	5			6	1				1	3
7.1	9	EDDIE FISHER (Victor) "Many Times"	6	2		8	4	7			8				3
78		PATTI PAGE (Mercury) "Changing Partners".	-		2	9				8			3	2	3
,	6	AMES BROS. (Victor) "You, You, You"	9	9			2	6	10		7	9			2
)	7	PEE WEE HUNT (Capitol) "Oh!"			J	7		8	8	1	2	7		F. F	2
	12	LEROY ANDERSON (Decca) "The Typewriter"	-				-			1				8	1
2	14	PERRY COMO (Victor) "You Alone"	-						: -	.,			7	4	1
3	11	LIBERACE (Columbia) "Story of Three Loves"			1		-		1			6	Ŋ., .	9	1
4		CORNELL-DALE-DESMOND (Co	ral							2			8		1
5A	10	R. HAYMAN-J, MURAD (Mercury "Story of Three Loves"			9			10					4	9	1
5B	-8	STAN FREBERG (Capitol) "St. George and Dragouet"	-		-					-			-		. 1
7		LES BAXTER (Capitol) "I Love Paris"											6		1
8	1.	EARTHA KITT (Victor) "Santa Baby"			3	1								10	
19	17	WINTERHALTER-RENE (Victor)	-						1	٠, ,	10		9		-
20	-	JONI JAMES (M-G-M) "I'll Never Stand in Your Way".				-				7		١			
FI	VE	TOP ARTHUR GODFREY GLENN	2 MIL	LER .	co	NCERT		FOR	SEV	4		1		5 N-CA	N

Limited Edition

Victor

Columbia

ML 4764



Inside Stuff—Music

Under letterhead of Songwriters of America ("Freedom for Muse chairman John Jacob Loeb has called an important meeting for rest Monday (30) at the Belmont Plaza Hotel, N.Y., for "full discussion of the action which was commenced recently on behalf of some 3,000 corposers and authors against Broadcast Music Inc., various broadcasting and television companies, publishing companies and others for \$150,000,000 damages and an injunction." Broadsile went out on the ASCAP stencils to the Society's writer-members, but it has been stressed that this is not an ASCAP action. Many publisher-members of the Society in fact, have reiterated their opposition to the suit.

ASCAP president Stanley Adams is on the Steering Committee which has Loeb as chairman, Abel Baer as treasurer, and comprises Mitten Ager, Walter Bishop, Paul Cunningham, Mack David, Mitton Diake, Edward Eliscu, L. Wolfe Gilbert, Kermit Goell, Bud Green, Oscar Hammerstein, 2d, Edgar Leslie, Robert MacGimsey, Jimmy McHug, Dave Mann, George Meyer, Joseph Meyer, Douglas Stuart Moore, Richard Rodgers, Arthur Schwartz, Jule Styne, Virgil Thomson, Charley Tobias, Leonard Whitcup and Jack Yellen.

Broadside also mentions "our esteemed attorney (meaning John Schulman) will be present ..." The SOA, which is an unincoporated group, separate and apart also from the Songwriters Protective Assached Moninantly overlapping in membership, as is the case of tre ASCAP coincidence), has offices in the WMGM Bldg., 711 5th Ace, N.Y., separate and apart from the downtown law offices of Hays, N.Y., separate and apart from the downtown law offices of Hays, N.Y., separate and apart from the downtown law offices of Hays, N.Y., separate and apart from the downtown law offices of Hays, N.Y., separate and apart from the downtown law offices of Hays, N.Y., separate and apart from the downtown law offices of Hays, N.Y., separate and apart from the downtown law offices of Hays, N.Y., separate and apart from the downtown law offices of Hays, N.Y., separate and apart from the downtown law offi

Plenty of complaints in Pittsburgh from the losers of recent Frankle Laine-Columbia Records-Wurlitzer contest sponsored by Joe Dearch (disk jockey on station KQV, in that city. Prize for singers in the area was \$100 and a chance, along with other regional winners, for a Col recording contract. In Pitt, nod to to Mitzie Cottle, a junior in the Carnegie Tech music school, and defeated vocalists claimed she was a prohaving been vocalist for a time with Baron Elliott's band. Sponsors pointed out later, however, that pros weren't barred; only stipulation was that no entrant could have earned more than \$600 as a singer in any one year. Under those terms, Miss Cottle, Deane and the others pointed out, qualified.

M-G-M Records launched a "tag line" contest last week to promote warbler Betty Madigan. Disk jockeys around the country are requesting that their dialers submit a "tag line" describing Miss Madigan's voice. Winner will receive a 10-day vacation for two at the Casa Marina, Fla. A duplicate prize will be awarded to the jockey whose listener submits the winning line.

Satchmo Set For Jap Playdates

Louis Armstrong has been signed for a theatre and concert tour of Japan starting Jan, 5 at the Ernie Pyle Theatre. Tokyo, Most of the playdates will be before military personnel, a series having been signed for the Yokosuka Enlisted Mens Club Theatre and camps and naval installations elsewhere.

naval installations elsewhere.
Although Armstrong is currently signed starting Dec. 26 for a repeat of some of the dates he's played earlier on the tour, there's the possibility that he'll cut these stands to do a series in Hong Kong. Joe Glaser, Associated Booking Corp. prexy who is handling this junket, is still working on details. Glaser will join the troupe in Tokyo later this month.

Prior to the Far Eastern tour, Armstrong will start a stand at the Blue Note, Chicago, which will close immediately after he's fin-

Armstrong with start a stand at the Blue Note, Chicago, which will close immediately after he's fin-ished this engagement. Glaser, during his trip to the Orient, will work out details for tours of other bandleaders.

St. Louis Jukebox Distrib Indicted on Tax Evasion

Indicted on lax Evasion

St. Louis, Nov. 24.

Louis C. (Red) Smith, 60, associated with the Plaza Amusement
Co., jukebox distributors, was indicted last, week by a Federal grand jury on tax evasion charges.

Smith, who surrendered after a secret indictment was returned to U. S. Federal Judge George H. Moore, is charged with attempted evasion of \$17.416 in Federal income taxes for 1947.

The indictment alleges that Smith reported his adjusted income for 1947 as \$3.690 and tax due as \$343, whereas in fact his net income was \$39.984 and the tax due \$17.759.

due \$17.759.

In 1951 Smith reneged from appearing before the Kefauver crime committee when hearings were held here. Smith furnished a \$2,000 bond pending the trial.

Monroe, Sauter-Finegan Teaming for One-Niters

Vaughn Monroe and the Sauter-Finegan band have teamed for a series of one-niters in the midwest this week as a sequel to their work-ing together on the "Camel Cara-van" show. For the last couple of months, Monroe had to fly to the spot where the S-F crew was work-ing in order to tape the CBS pro-gram.

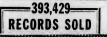
Monroe and the S-F band played Monroe and the Sr band played the Tulsa Auditorium Sunday (22) and will conclude their joint dates at the Topeka, Kan., Auditorium, tomorrow (Thurs.).

Liberace Sock 35G For 3 Frisco Area Concerts

San Francisco, Nov. 24.

Liberace chalked up a record \$35,000 for three Bay area con-\$35,000 for three Bay area concerts this past week. Wrading up with a sock \$9,300 in his first San Francisco Opera House concert Monday (16), Liberace scored the highest gross hit by a solo concert Opera House attraction in the past five years. Second concert scheduled for Monday (23) was sold out in three days following initial appearance, as is his Berkeley one-nighter tonight (24).

The Opera House, a 3,252-seater, is scaled to \$4.80. Liberace was booked locally by Wilfrid Davis.





(Hippo The Hero Design)

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Sunny Gale

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The Du Droppers

on THE NOTE IN THE BOTTLE and MAMA'S GONE, GOODBYE

20/47-5543



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The voice that's been heard and loved by more people than any other in the world . . . and these 6 great selections show why!



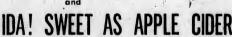
CHANGING

Decca 28969 (78 RPM) and 9-28969 (45 RPM)

I CAN'T BELIEVE THAT

YOU'RE IN LOVE WITH ME

with CARMEN CAVALLARO



Decca 28963 (78 RPM) and 9-28963 (45 RPM)

BING and GARY CROSBY



DOWN BY THE RIVERSIDE

Decca 28955 (78 RPM) and 9-28955 (45 RPM)





... Disk Companies' Best Sellers ... So What's Hi-Fi:

CA	APITOL	ARTIST
1.	CHANGING PARTNERS	
	I'LL ALWAYS BE IN LOVE WITH YO	U
2.	VAYA CON DIOS	Les Paul-Mary Ford
	JOHNNY	
3.	THAT'S AMORE	Dean Martin
	YOU'RE THE RIGHT ONE	
4.	MAMA'S GONE, GOODBYE	Pee Wee Hunt
	CONEY ISLAND WASHBOARD	
5.		Pee Wee Hunt
	SAN	

COLUMBIA STRANGER IN PARADISE
STRANGER IN PARADISE
WIY DOES IT HAVE TO BE ME?
RAGS TO RICHES
TONY Bennett
HERE COMES THAT HEARTACHE AGAIN
ISTANBUL
ISHOULD HAVE TOLD YOU LONG AGO
NO STONE UNTURNED
IN THE MISSION OF ST. AUGUSTINE
AVE MARIA
CHRISTMAS MEDLEY

TONY BENNET

TONY BENNET

TONY BENNET

SOME HAVE AGAIN
FOUR Lads

Liberace

CORAL

1. RICOCHET TOO YOUNG TO TANGO
2. HEART OF MY HEART Cornell, Dale, Desmond I THINK I'LL FALL IN LOVE TODAY
3. WOMAN Johny Desmond BY THE RIVER SEINE
4. BABY, BABY, BABY Teresa Brewer I GUESS IT WAS YOU ALL THE TIME
5. I'M YEARNING Don Cornell YOU'RE ON TRIAL

DECCA

STRANGER IN PARADISE Four Aces
HEART OF MY HEART
THE JONES BOY Mills Bros.
SHE WAS FIVE AND HE WAS TEN
LAUGHING ON THE OUTSIDE Four Aces
I'VE BEEN WAITING A LIFETIME
PUT CHRIST BACK INTO CHRISTMAS Red Foley
THE GENTLE CARPENTER OF BETHLEHEM
TYPEWRITER
THE GIRL IN SATIN

ONDON NDON
EBB TIDE
WALTZING BUGLE BOY
YOU WON'T FORGET ME
DON'T LEAVE ME NOW
GOLDEN VIOLINS
A GIRL CALLED LINDA
WE'LL GATHER LILACS
MAINTOWNINELBA WALTZ
GUESSING
I SEE YOU AGAIN EVERY NIGHT

Frank Chacksfield
Vera Lynn
Don't Chacksfield
Mantovani
MELBA WALTZ
GUESSING
Dickie Valentine

ERCURY
CHANGING PARTNERS
CHANGING PARTNERS
WHERE DID THE SNOWMAN GO
NATIVE DANCER
LONESOME SONG
STRINGS OF MY HEART
MAMA-PAPA POLKA
STORY OF THREE LOVES
SWEET LEILANI
OFF SHORE
RICHARD HAYMAN

JOEY'S THEME

M-G-M G-M
ILL NEVER STAND IN YOUR WAY Jont James
WHY CAN'T I
MY LOVE JONI James
YOU'RE FOOLING SOMEONE
I FELL OUT OF A CHRISTMAS TREE Little Rita Faye
THE MIRACLE OF CHRISTMAS
CALLING YOU Hank Williams
WHEN GOD COMES Hank Williams
MY ONE AND ONLY LOVE Wally Scott

RCA VICTOR A VICTOR
SANTA BABY
UNDER THE BRIDGES OF PARIS
CHANGING PARTNERS
Dinah Shore
THINK
I CAN'T BELIEVE YOU'RE IN LOVE WITH ME Ames Bros.
BOOGIE-WOOGIE MAXINE
YOU ALONE
PA-PAYA MAMA
MANY TIMES
JUST TO BE WITH YOU

Eartha Kitt

Patachou Cops Paris

Ballad Disk Award

Paris, Nov. 17.

Disk biz is getting a staid air ahout it here with the Academie of Disques now an established annual event for prizegiving to outstanding disks, which pays off in sales and prestige as do kudos for literature, theatre and pix. Academie jury is made up of 32 names, including eight musicians, authors, disk specialists and crix each. There are 15 prizes given with six longhair kudos, three text, one novelty, one folklore, and three popular prizes.

Top French ballad record was Patachou backed by Leo Clarens orch on the Georges Brassens. "Chasse Aux Papillons." ("The Butterfly Hunt") on Philips label, and Gilbert Becuad, in the male department, for "Quand Tu Danse" on Pathe. Best jazz disk was the longplay. Decca record of a collection of the late Django Reinhard's w.k. guitar pieces, and best dance music was an arrangement by Henry Leca of the background music of the Brazilian pic, "O

U Cops Paris

Ballad Disk Award

Paris, Nov. 17.

Cangaceiros." on Philips. Folk-lore prize went to Paraguayan quartet, Les Guaranis, now singine clubs here, for their "Carnavelita" on Boite A Musique.

Still a Puzzler

The "what is hi-fi" question still has the manufacturing side of the industry going around in circles, Special committee set up by the Special committee set up by the Radio-Television Manufacturers Assn. to work out a definition of high fidelity for the Federal Trade Commission, reported to the RTMA board here last week that it had been unable to come up with a satisfactory set of descriptive ground rules, despite a series of meetings extending over the past, several months.

Failure of the industry the

Failure of the industry to get together on the meaning of hisfi will be reported to the FTC Dec. 7 Meanwhile, the RTMA eagineering committee will continue its work on the technical standards of hisfi.

Berlin Bash Ends 15-Week Hampton Orch O'Seas Trek

Pagis, Nov. 17.

Lionel Hampton orch winds its
15-week concert trek through Europe at a bash in Berlin Nov. 21,
Band then heads back to the U. S.
Nov. 23, leaving Hampton behind in Paris for a two-week vacation.

Orch originally was slated for a two-meek vacation; two-month European jaunt, but offers for repeat dates forced Hampton to extend the tour.

HEADING FOR THE TOP!

"LOVER COME BACK TO ME" NAT "KING" COLE Capitol 2610

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LEROY ANDERSON

in atin

The Typewriter

MILLS MUSIC, INC.

Going to Be Big THIS CHRISTMAS "FREDDIE THE LITTLE FIR TREE"

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* * * *

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The only high fidelity combination that can assure you perfect pitch

High Fidelity simply means true reproduction of

To secure true reproduction, a phonograph record must be played through a fine high fidelity system at the exact recorded speed.

If played faster or slower, pitch and tempo will be off, timbre will change, and the finest high fidelity system in the world becomes a sheer waste of electronic genius.

Unfortunately, record players do vary in speed at time of manufacture and get worse as they , grow older.

Even with a Zenith a change takes place, but with the Zenith Cobra-Matic Record Player with Stroboscope you can be sure you play every record at precisely the speed of the original recording. For if your ear doesn't tell you the Zenith Stroboscope will tell you visually when your record is playing at its exact recorded speed.

Reason is that this amazing record player can revolve at any speed from 10 to 85 RPM ... including, of course, the standard 78, 3313, 45 and the new 1623 "talking book" speed. With the Stroboscope you can instantly set the turntable to play at the exact speed the record was recorded. Only Zenith gives you this studio control of music quality.

To complete Zenith's Extended Range High Fidelity System, every Zenith high fidelity combination gives you matched components. These components are Zenith built and backed by 35 years of Radionics know-how to give you the finest quality in high fidelity. The result is music such as you can hear only on a Zenith (or at the concert hall). Experience true high fidelity at your Zenith dealer now.

Zenith offers 7 High Fidelity Combinations-5 with radio and TV-2 with radio.



-Model L2593H. Features 24" Cinébeam Picture Tube, FM-AM Radio, Cobra-Matic Record Player with Stroboscope. In modern Cherry veneers

and solids. \$850".



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- . Zenith Cobra-Matic Record Player with Strobascope. Only Zenith has this!
- . Zenith Cobra Tone Arm with extended range high fidelity cartridge—has response far beyond the limits of audibility. Offers 1 and 2 mil stylus for microgroove and standard records. Feather light, makes records sound better, last longer.
- e Zenith Weighted Turntable with Rubber Base. Weight provides smoother spin, Rubber cushion reduces sound distorting slippage, greatly reduces groove wear from lint and dust.
- Zenith-Built High Fidelity Amplifier and 10-tube FM-AM RADIO. Features virtually drift-free tuning,
- FM circuitry engineered by Zemth, pioneers in FM sound, Push pull high fidelity amplifier has 11 watts undistorted output and frequency range beyond the hmits of audibility.
- Zenith Dual Range Tone Controls. Cover high and low tones separately. Provides infinite variety of tone combinations, compensates for sound variations in recording and broadcasting.
- Zenith-Built Extended Range High Fidelity Speaker. Provides frequency range previously produced only by dual unit speakers, Size—12 inch, with 13.2 oz. Alnico 5 magnet. Special design increases tonal response 50%.

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RAGS TO RICHES (6)

Tony Bennett Columbia

100 Country Disk Jockeys Launch Hillbilly Protective Association

Platter spinners here for WSM's "Grand Old Opry" jamboree have started the nucleus of a Country Disk Jockey Assn. At its initial meet Saturday (21) 100 jocks were

meet Saturday (21) 100 jocks were lined up as charter members. There were about 300 dejays in town for the fest.

The association, which plans to work for the advancement of country music, will have no connection with record companies or publishing houses. Although the functions of the org have not yet been clearly defined, association expects to hold its annual meet here in conjunction with the anniversary of "Opry."

Officers named to head up the association in its maiden year were Nelson King (WCKY, Cincinnati), prez; Earl Davis (WFHG, Bristol, Va., veep; Tommy Sutton (WING, Dayton, O.), secretary; Dal Stallard (KCMO, Kansas City), treasurer, and Jim Brooker (WMIE, Miami), chairman of the board.

Trade reaction to the deejay associative terestical Some of the

Trade reaction to the deejay association is mixed. Some of the larger hillbilly pubs voiced concern over possibilities of the jock-

eys ganging up on them. Many of the jocks, they claim, are song-writers themselves and could start an organized blacklist if the pub didn't play ball by publishing their tunes. Another of the pubs' worres is that an organized group of deejays would give the spinners added power in the industry and relegate the pub to a secondary role. Pubs' efforts to fight "payola" would be greatly weakened, they claim.

claim.

Majority of the major labels repped here, however, feel that the association would expedite their disk service operation. They feel that if the country jocks are organized under one banner, many of the diskery problems, such as maintaining up-to-date listings and discovering deejay needs, would be eliminated. There are about 1,000 jockeys spinning cornball etchings in the U. S. today.

Mindy Carson, Columbia Records songstress, booked into the Casablanca in Canton, O., tomorrow (Thurs.) for a three-day stand, and then goes to the Hollenden Hotel's Vogue Terrace Room in Cleveland for two weeks starting Dec. 3.

BY THE TRADE PRESS

	Billboard	Cash Box	Variety
BIMBO (Foirway)		Bullseye of	
JIM REEVES (Abbott)	C & W Record to Watch	the Week	-
PEE WEE KING (Victor)	New Record to Wotch	Bullseye of the Week	
CARNIVAL (Capri) KEN REMO (MGM)	70 (Good)	B + (Excellent)	
CHANGING PARTNERS (Porgie)	1		113
KAY STARR (Captol)	Best Buy	Disk of	
PATTI PAGE (Mercury)	Best Buy	the Week	Very Good Best Bet
		the Week	
DINAH SHORE (Victor)	76 (Good)	B (Very Good)	Very Good
PEE WEE KING (Victor)	New Record to Watch	Bullseye of the Week	
DEAR MR. GODFREY			
RUTH WALLIS (Monarch)	New Record to Watch	Best Bet	Very Good
DON'T PASS ME BY (Pork Ave.)	12	1 1	
DU-DROPPERS (Victor)	New Record to Wotch	Sleeper of the Week	-
I SAID A PRAYER FOR SANTA CLAUS (Montclare)			-
JIMMY BOYD (Columbia)	76 (Good)	Disk of the Week	
LONESOME SONG (Meridian)	-		*
RUSTY DRAPER (Mercury)	81 (Excellent)	Sleeper of the Week	,
MAMA PAPA POLKA (Cool)			1
THE GAYLORDS (Mercury)	76 (Good)	B (Very Good)	
ROSE OF CALVARY (Hill & Runge)	-1		
JANE FROMAN (Capital)	78 (Good)	C + (Good)	Very Good
JILL COREY (Columbia)	Satisfactory	C+ (Good)	
SÁNTA BABY (Trinity)			
EARTHA KITT (Victor)	Best Buy	Disk of the Week	
SPEAK SOFTLY TO ME (Regent)			
JERI SOUTHERN (Decca)	72 (Good)	Best Bet	
UNDER THE BRIDGES OF PARIS (Hill & Ronge)			
EARTHA KITT (Victor)		Disk of	W-21
YOU'LL NEVER BE MINE (Sunboom)	100	the Week	

BROADCAST MUSIC, INC. ALL VOIR AVENUE

78 (Good) 3 (Very Good)

THE MODERNAIRES (Corol)

VARIETY 10 Best Sellers on Coin-Machines

3. VAYA CON DIOS (23)	Les Paul-Mary Ford Capitol
4. RICOCHET (6)	Teresa Brewer Coral
5. EII CUMPARI (6)	Julius LaRosa Cadence
6. MANY TIMES (6)	Eddie Fisher Victor
7. CHANGING PARTNERS (1)	Patti Page
8. EBB TIDE (2)	Frank Chacksfield London
9. OH! (20)	Pee Wee Hunt Capitol
10. THAT'S AMORE (1)	Dean Martin Capitol
Second Group	
BABY, BABY, BABY	Teresa Brewer Coral
YOU ALONE	Perry Como Victor
MAMA'S GONE GOODBYE	Pee Wee Hunt Capitol
WOMAN	Johnny Desmond Coral
SHE WAS FIVE AND HE WAS TEN	Judy Valentine Epic
LAUGHING ON THE OUTSIDE	Four Aces Decca
SWEET MAMA, TREETOP TALL	Lancers
VELVET GLOVE	Winterhalter-Rene Victor
HEART OF MY HEART	Cornell-Dale-Desmond Coral
STRANGER IN PARADISE	Four Aces Decca
STORY OF THREE LOVES	Richard Hayman Mercury
WAY DOWN YONDER IN NEW ORLEANS	Laine-Stafford Columbia
KANGAROO SKIRTS	Les Paul-Mary Ford Capitol Eddy Howard Mercury
trimmer in momenth case indicate number of marks song	has been in the Ton (0)

YOU, YOU, YOU (20) Victor

(Figures in parentheses indicate number of weeks song has been in the Top 10]

'Opry' Clambake

Hall. (Exact anni date is Nov. 28, but fest was pushed up a week to avoid conflict with the Thanksgiv-

ing weekend).

In the N. Y.-to-Nashville con tingent were BMI'ers Carl Haverlin, Bob Burton, Russell Sanjek, Julie Stearns, Ken Sparnon; diskers Jim Conkling, Paul Cohen, Mike Conner, Bob Theile, Hal Cook, Paul Wexler, Stan Kavin, Bill Nielson, Bob McCluskey, Steve Sholes, Don Law; publishers Howie Richmond, Al Brackman, Irving Deutch, Bob Gilmore, Lucky Carle, Lou Levy, Elmore White, Nat Tannen, Bob Miller, Joe Diamond and Al Gallico. Pub topper Ralph-S. Peer planed from the Coast for the affair.

Huge turnout has convinced WSM to make the "Opry" anni an annual event for a deejay trek to Nashville. Station attempted a similar shindig last year, but only drew about 90 platter spinners. Julie Stearns, Ken Sparnon; disk-

Hillbillies

Continued from page 1 =

Peer, for example, recently received a cornball-styled tune from a Belgian songsmith. The lyrics were penned in Flemish.

a Belgian songsmith. The lyrics were penned in Flemish.

According to Nashville pundits, hillbilly disk sales will probably match pop returns around the globe within the next few years. Bob Burton, BMI veepee who recently returned from a European jaunt, reports that an increasing number of music devotees on the Continent are beginning to consider the hinterland writers as the "voice of American music."

Meantime, pubbery and diskery activity is being stepped up in Nashville, which local industryites modestly refer to as Music City, U. S. A. Such diskery artists & repertoire men as Paul Cohen (Decca), Steve Sholes (Victor), Don Law (Columbia) and Dee Kilpatrick (Mercury) are using Nashville as a base to prowl material and artists. Demand for new tunes and new faces has grown to such an extent that the hillbilly field is a wide-open operation. In the past year the number of tyro tune-



smiths, singers, indie pubs and record companies to break into the picture are almost on a par with the pop field.

with the pop field.

At a meet sponsored by WSM Saturday (21) Jim Conkling, Columbia Records prexy, pointed up the importance of the hinterlanders on the pop music biz by listing the grassroots origin of pop femme waxers. Cited by Conkling were Jo Stafford and Dinah Shore (Tennessee), Patti Page and Kay Starr (Oklahoma), Rosemary Clooney (Kentucky) and Doris Day (Ohio), BMI prez Carl Haverlin predicted that the near future would erase such U. S. music categories as pop and hillbilly, "An amalgamation of music styles has begun." he stated, "and it will end with American music finding its own level."

Sheet Music Sales Hit By **Upped Parcel Post Rates**

The increase in parcel post rates, which went into effect in October, has been an additional adverse factor in sheet music sales this year. Publishers are squawking that the parcel rates charged for sheet music are inequitable compared with the rates for books, magazines and periodicals.

Publishing execs point out that Publishing execs point out that the regulations discriminate against pops, in that a package of sheet music will cost from two to four times as much to mail as a package of paper-bound music books, Efforts will be made by the Music Publishers Protective Assn. to get an even break for sheet music from Congress.



If I Could Have

You Back Again | Anybody's Heart

RECORDS



Supply

Louis

ntonio.

Neis Carl

Schmitt

On The Upbeat

New York

Crooner Ray DeMeno into the Town & Country Club, Brooklyn. . . . Thrush Lauri Layton

Chicago

Chicago

Will Jordan playing week at
Jaguar Club Nov. 27. Johnny
Long into Meadowbrook hereabouts on Dec. 18 for two weeks
Fox Theatre, St. Louis, which
recently -reopened, planning to
showcase top bands on vaude bill.
Ralph Marterie set for four
rames at Melody Mill. Chi, openmig Dec. 16. Buddy Morrow
opens that ballroom tonight (Wed.)
for a fortnight . . . Billy May-band
now working on tour, with Bob
Dawes fronting . . Denny Beckner
into Sheppard AFB, Witchita
Falls Texas, Dec. 25-31. Big
Jay McNeely booked for Sports
Pelladium in East St. Louis, Ill.
tor two weeks beginning Dec. 4.
following with two rounds at Loop
Louinge, Cleveland, Dec. 22.

the Steeplechase for his nightly mike work over KXOK . . . Kaye Ballard at Town and Country,

Houston

Houston

Bob Cross and his band, currently at the Anacacho Room of the St. Anthony Hotel, are scheduled for the Balinese Room at Galveston . Teddy Phillips and his band in for the Elks Show of 53 at the Music Hall, Houston . Luis Martez and Lucia Gordon opened a two-week engagement at the Empire Room of the Rice Hotel here, with Don Reid and his band playing for dancing . Count Basic and orchestra making a series of one-nighters throughout Texas, together with a show headed by Sugar Ray Robinson.

Omaha

Evelyn Wilson, thrush with Tony Bradley orch, is one of the city's better female bowlers. ... Bobby Downs combo played Sadie Hawkins dance at Wayne, Neb., Teachers College. ... Bobby Mills orch into Dodge, Neb., Aud Tuesday (24) ... Floyd Paul Co. has redecorated Arlinston, Neb., Ballroom ... Mal Dunn orch played Creighton U.'s Student Union Fund Ball ... Al Grebenick's KFGT orch playing state dates.

Pittsburgh

Maurice Spitalny's band signed for Pitt's big Commons Room Ball on Dec. 18. Four Tunes spotted into the Carousel week of Dec. 14. Joe Negri Trio's option picked in the Carousel week of Dec. 14. Joe Negri Trio's option picked in the Zodac' Room.

The Norman Petty Trio in at the Park Plaza's Gourmet Room for an indefinite stay. Jimmy Menualtet opened two-week frame at Chase Club. The St. Louis Newspaper Guild held its annual Page One Ball in the Hotel Chase Harry Fender holding forth in the Marry Fender holding for the Marry Fender holding forth in the Marry Fender holding for the Marry Fender holding

RETAIL SHEET BEST SELLERS

DuMont

Co.

Mosher Music

VARIETY

Survey of retail sheet muste sales based on reports obtained from leading stores in 12 cities and shiering comparative sales rating to this and last week. * ASCAP = TBM1

National Rating

This wk.	Last wk.	Title and Publisher	New	Philad	Boston	Chica	Roche	St. Lo	San A	Seattle	Detroi	Kansa	Minne	Los A	N T S
1	1	*Vaya Con Dios (Ardmore)	2	1	5	1	2	5	1	- 2	3	2	in emplo	3	94
2	3	*Ebb Tide (Robbins)	3	3	1	2	8	2	3	9 -	4	3	2	1	91
3	2	You, You, You (Mellin)	- 6	5	4	3	3	1	. 2	1	6	1	-		78
4	5	*Rags to Riches (Saunders)	4	4	-	5	1	3	5	4	-	7	- 3	5	69
5	4	*Many Times (Broadcast)	8	2	8	4	- 6	4	4	10	5	5	7	9	60
6	9	*Ricochet (Sheldon)	-5			-	5	8		7		9	4		28
7	6	Crying in the Chapel (Valley)	10	1		. 7	. 7	6	6	income no au	desir - maps	4	otologous and	10	27
8	7	*Oh! (Feist)						7	7		2	- 6		many masses	22
9A	10	Mission of St. Augustine (Rep.)	7	6		8	9	and a large	4	ti	, spin	-			19
913		Changing Partners (Porgie)	1	9			4			-				1.	19
HA	8	*No Other Love (Williamson)	. ,		9	7 =		9	8		1				17
118	11	Eh Cumpari (Rosarch)			6	-	physica	-		5	-	rente e entres	5		17
13		*Stranger in Paradise (Frank)		. 8	2				4	manager and	-	The same	111.	8	15
14	12	*Dragnet (Alamo)			***	10			9	3		8			14
15	12	"I See the Moon (Plymouth)	- 1		10	6	-		-	8			9	21	11
	THE RESERVE AND ADDRESS OF THE PERSON NAMED IN COLUMN TWO IN COLUMN TO THE PERSON NAMED IN COLUMN TWO IN COLUMN TW														

Granz

Continued from page 51

the Granz group, approved by the Jamanese Ministry of International Trade and Industry, had believed an object of the Jamanese Ministry of International Trade and Industry, had believed an object of the Statement with Rami.

Copies of the statement were sent to each individual member of the Granz troupe with a covering letter explaining that their freiends and America. Several articles about the JATP tour have appeared in the vernacular press, indicated in the vernacular press, and and America. Several articles about the JATP tour have appeared in the vernacular press, indigented and their freinds and America. Several articles about the JATP tour have appeared in the vernacular press, indigented and their freinds and America.

20-Section 1

THE DAILY TIMES HERALD, DALLAS Thursday, Nov. 12, 1953

– The Music Stand – A Modern Foster

By Dr. Jack Frederick Kilpatrick

The Times Herald Music Critic

Mile it is true that nowadays on a fikely to find anything in a supper club, from a Metropolitan Opera for example, has been there we have a legendary figure in the popular music field presenting a program made upentirely of his own songs—a sort of McHugh recital.

It's quite an idea. Maybe all composers should take note. I wonder when we can expect Icor Stravinsky, at the Mural Room of program of the should take note. The many doesn't the song we have a legendary figure in the popular music field presenting a program made upentirely of his own songs—a sort of McHugh recital.

On his show Jimmy doesn't the Nose sound waves: junior the flawless in moon that was somehow different from the was sonehow different from the was somehow different from the same of the standard to the standard to

It's like talking to the man who invented doorknobs, the chef who created ham and eggs. It's like meeting up with the fellow who first thought of shoelaces to be introduced to Jimmy McHugh.

Just who is there who can swear that no tune of Jimmy's ever crossed his consciousness? Like Stephen Collins Foster, Jimmy for so long has been incorporated in the weave of America that it is a little hard to realize that his songs were made by a living man and are not some sort of standard equipment that just comes with life.

McHugh Recital. and a whole lot more.

Any one of these tunes of Jimmy's is apt to mean different things to different individuals, but it is almost certain to mean something to everyone. To a typical Mural Room patron sitting there and drinking in this musical Americana, one wonders what poignant exaltations triumphantly come riding back on those sound-waves: junior proms, first dates; a moon that was somehow different from the one we have now; the flawless faces and firm figures of youth. Music can bring back our dead selves from their long wanderings through yesterday.

Jimmy McHugh doesn't espe-



n for The Times Herald by Robert Pierce

Just Finished -

THREE SMASH WEEKS

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Now Playing

CHASE HOTEL

St. Louis

WILLIAM MORRIS AGENCY





Gee THANKS, Doc!

Hub AFM Ban on AGVA Acts May Spark Nationwide Inter-Union War

Boston, Nov. 24.

First skirmish in the forthcoming war between the American Federation of Musiclans and American Guild of Variety Artists was fired in Boston last week by the tooter outfit. The Hub's Local 9 informed its members, franchised agents and club operators that union bands will not be permitted to accompany AGVA acts no of Dec. 7. Action, according to Bert Nickerson, union's prexy, was taken due to repeated failure of AGVA members to respect an agreement reacted several months ago by both locals, whereby performers would not work before a ron-union band and musiclans would not back a non-union performer.

Cause of the dispute is the al-

Cause of the dispute is the al-AGVA to a nonunion bandleader (Continued on page 62)

Slap Lucienne With \$2,830 Judgments by U.S. Lawyer

Judgments by U.S. Lawyer

Two judgments totaling \$2,830 were obtained last week in the N.Y. Municipal Court against singer Lucienne Boyer by attorneys Jack Gerstin and Joseph Sharfsin. Miss Boyer was alieged to have defaulted in paying the two attorneys during her recent stay in this country.

The attorneys claim they cleared up an immigration problem which would have prevented her from entering the U.S., and went to bat for her before the American Guild of Variety-Artists, which had her on the unfair list.

Sharfsin is a Philadeiphia lawyer who worked with Gerstin on both matters.

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MINSTRE BUDGET

9 4 BLACKOUT BKS. ... bx. \$23 o

MOW TO MASTER THE ERMONIES
BOW TO MASTER THE STAR SHOW TO STAR SHOW THE STAR SHOW TO STAR SHOW THE STAR

200 W 54th St., New York 19-Dept. V

For Korea, Arctic Route

Two USO-Camp Shows units are slated for overseas entertainment. Package leaving for Korea from Hollywood will be in the Far East for 14 weeks, and a show leaving from New York will entertain along the Greenland-Iceland route for approximately four weeks. Both leave Monday (30).

leave Monday (30).

The Korean contingent will comprise Vivian Marshall, Pat Moore, Patricia Mirage, Carol Field, Mariyn Mayland, Jody Harris, Dick Speer, Leon Stewart, Herb Brennan and Dick Jones. Taking off or the frostbite circuit are Berk & Hallow, Paula Duke, Anua Inge, Landry & Forbes, Harry Reser and an instrumental trio comprising Ted Harmon, Shirley Harris and Al Naclerio.

AGVA Warning To Miami Ops

The American Guild of Variety Artists has sent letters notifying Miami Beach and Miami nitery operators that unless agreements with the union are reached by the time the clubs resume for the season, they will be denied the use of union acts.

union acts.

The letter follows closely upon the heels of a similar ukase that was sent to Boston nitery men. Union stated that ali cafes will be handled individually and not through an organization.

The majority of the Florida cafes expect to open around Dec. 26.

'Big Payoff' Teleshow Mapped for Vaude, Cafes

"The Big Payoff" teleshow is being substituted for vaude and cafes by the Yates Artists Bureau. Show, when booked, will bring along a series of gifts which will be topped by the donation of a mink coat.

Emcee for the personal-appearance version is still to be set.

Helps Kitt's Kitty

Los Angeles, Nov. 24,

Among other things, Mayor Poulson's criticism of Eartha Kitt's indigo singing in the recent entertainment of Greek royaity has crowded the Mo-cambo to the doors.

For first time in 13-year history the nitery put on three Saturday night shows instead of the customary two.

Balm & Smaze Bop N.Y. Cafe Biz

The smaze (smoke & haze) and the continued hot weather bopped the N. Y. cafe industry last week, and indications are that after the Thanksgiving holidays, the nitery industry will settle into its traditional pre-Christmas slump. Attendance in all N. Y spots was off this past weekend and Monday (23). Business currently is below that of last year, with the unseasonable weather taking precedence over the generally offish tone as the major reason for the dip.

Difficulty in driving during the

Difficulty in driving during the smaze is regarded as principal reason for loss of nitery trade during the week. Traffic on many major arteries was slowed down because of low visibility.

of low visibility.

The warm weather has hit the garment and fur industries heavily. Buyers from these fields comprise an important segment of nightclub patrons. Out-of-town purchasers haven't been coming in, and those that have wouldn't have the heart to get a manufacturer to take him to a cafe—not after looking at the wellstocked shelves. to a cafe—not after looking at the wellstocked shelves.

HOUSE LACK DIMMING MPLS. BURLEY FUTURE

Minneapolis, Nov. 24. Minneapolis will continue to be sans burlesque for well into the future. Charlie Fox, after losing out at the Alvin, where he operated the peeleries for many years, had hoped to acquire the Paramount circuit's shuttered downtown Aster, but the deal hasn't jelled.

hasn't jelled.

Burlesque ended at the Alvin several weeks ago when Fox's lease expired and he was outbid on the lease by an evangelist, who has changed it into a tabernacle and now is holding nightly revival meetings there.

AMA Maps Expansion of Touring Shows; Eye Military Spec, Auto Exhib

Chi Chez Paree Charged With 6 Fire Violations

Chicago, Nov. 24.

Six violations of the fire prevention law were charged against the Chez Paree and its prez. Dave Halper, in Building & Housing Court last week. Chez counsel, William J. Costello, was given until Dec. 3 to study the charges.

The night club was charged with

3 to study the charges.

The night club was charged with failure to remove rubbish and combustible items from the check-room balcony and orchestra restrooms; remove table tops and doors obstructing the third-floor exits; spray decorative padding in the passenger elevator with a flame retardant or to remove it entirely; post the legal maximum capacity of the house on a placard; hang freproof curtains and drapes, and replace wooden costume lockers with metal ones. Inspection of the nitery was made last Sept. 24 by the Chi Fire Dept.

LaRosa Set for 1st **N.Y. Nitery Date**

Julius LaRosa, has been signed for his first nitery date in New York. Former Arthur Godfrey singer will go into Monte Proser's La Vie en Rose for the Christmas and New Year holidays, starting Dec. 25 and winding up Jan. 2.

Dec. 25 and winding up Jan. 2.
Proser said he started dickering for LaRosa before the singer became a cause celebre following his. dismissal for loss of humility from the muitiple Godfrey shows, and thus he got the singer at a "good price." Deal was made by Tom Rockwell, head of General Artists Corp., who is supervising LaRosa's deals. It's believed the sales price is around \$6,500 for the eight days.

AGVA PULLS SHOWS FROM COAST STATLER

Hollywood, Nov. 24.

The American Guild of Variety Artists has pulled the shows from the Statler Hotel, Los Angeles, because of failure by the hotel to sign a minimum basic agreement with the union. Nelson Eddy, scheduled to open last night (Mon.), couldn't preem.

Eddie Rio Casat regional directions of the country of the cou

Eddie Rio, Coast regional direc-tor, said that no AGVA members will be allowed to work there un-til a pact is concluded. He didn't specify if walkout would be ex-tended to other inns an the Stat-ler chain.

Threat to Mounties Stirs **Up Every Canadian Breast**

Toronto, Nov. 24.

Toronto, Nov. 24.

A Canada-wide public protest is expected on decision of the Royal Canadian Mounted Police head-quarters staff to drop their famed, scarlet-coated musical ride. Final announced appearance finds the Mounties the current hit attraction at the Royal Winter Fair here for a daily 50,000 attendance. Head-quarters cialm is that the musical ride "interfe.es with police routine."

tine."

The 32-horse and rider troupe has long been a Canadian tradition, was a feature hit of the Coronation procession and the recent International Horse Show in Madison Square Garden, New York. Meanwhile, current invitations from municipal officials and Chambers of Commerce in the United States and Canada are being declined. On expected protest, likely that the decision will become an immediate Parliamentary debate, backed by trans-Canada citizenry argument that Federal economy measures need not be carried that far.

SCOTT'S OMAHA MARK

Omaha, Nov. 24.

Pianist Walter Scott is setting a record for steady work among Omaha's entertainers. This week he started his 54th week at the Hayden House at Omaha's Airport.

Arena Managers Assn., which met in N.Y. last week is seeking to enlarge the scope of attractions brought into their houses. Managers along the eastern seahoard who attended the meeting studied the feasibility of adding to the season's schedules. Problem is aggravated by the fact that from Octuber to mid-April, it's virtually mipossible to get new items into the arenas, because of the hockey and basketball schedules, which would make it difficult for multiple day bills to get a date.

However, AMA is going in all

bills to get a date.

However, AMA is going in all directions to find a varied schedule of shows. Meeting discussed the possibility of touring St. John Terreil's Music Circus, which had been cased by various managers at Lambertville, N.J., the head-quarters of the strawhat layout, One or more Music Circus productions may tour the arenas next year. year.

year.

Also attending the meeting was Herb Shriner, who may get a long route for his International Auto Sports show. Should Shriner's auto exhib go through as planned, it will mark the first attempt at travelling a permanent exhibit around to the various AMA buildings.

Another show contemplated for the AMA is the importation of the Edinburgh Tattoo, a military spectacle featured at the Schinburgh Festival. It would have a cast from 500 to 700 and would probably need long stands in each town in order to be profitable.

Al Pliner, planist and orchestra leader, has joined the Phil Lamp-kin agency in Houston as manager of the entertainment outfit's band and orchestra department.

JAY MARSHALL WHO Is Old



Enough to Remember When They Had Stage Shows at the Paramount Theatre, New York

MARK J. LEDDY LEON NEWMAN

BOB

SENSATIONAL DANCE ACT (THE VALENTINO WHIP) WESTERLY

135 East 33rd St., New York PLaza 7-6300

BLACK DUNDEE



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(Return Engagement)

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BETTY HUTTON SHOW Palace Theatre, New York

Opening Dec. 3rd

MAPES HOTEL Reno, Nevada

4 Weeks Commencing Dec. 23rd AMBASSADOR HOTEL Los Angeles

4 Weeks Starting February 2nd DESERT INN

Las Vegas (Return Engagement)

Two Top Canadian Fairs Renew

World of Mirth midway got a five-year contract from the Central Canada Exhibition Assn. The grandstand show contract went again to George Hamid, for one

The five-year pact to Frank Bergen and Bucky Allen will allow construction of permanent midway fronts and greater selection of shows and rides. CCEA will get 49% of the gross of shows and rides; same as this year. For exclusive concession rights at the exhibition, rate will be \$19,000 in 1954, \$20,000 in 1955, \$21,000 in 1956 and \$22,000 in 1957 and 1958. This year's rate was \$18,000. Hamid's plans to Improve the

This year's rate was \$18,000. Hamid's plans to Improve the grandstand show include upping chorus line from 20 to 26 glrls and booking a water ballet spectacle. The 1954 CCEA will run Aug. 21 to 28, except Sunday, charging 50c for adults, 50c for cars. Children under 12 will get in free, besides two days when reduced prices for children will run to 5 p.m.

CNE Slidway Renewal

CNE Sidway Renewal
Toronto, Nov. 24.
Following hls previous five-years'
contract currently terminating, J.
W. (Patty) Conklin has been granted a five-year renewal of the midway concession at the Canadian National Exhibition, dating from nextyear, according to Hiram McCallim, CNE g.m. Midway take on
annual fortnightly plum of outdoor shows and rides approximates
\$500,000, with % deal to the city-



TERRI STEVENS

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FOSTER AGENCY, LONDON,



Imerican Rep.: WM. MORRIS AGENCY TAVEL MAROUANI AGENCY PARIS

A. GUY VISK

Writing Enterprises Comedy Material at its Best Bk. of "BEST COMEDY BITS" 5 Original Act—85 Hill Street Troy, N. (The Mirthplace of Show Biz)

U.S. Shows for Five-Year Terms

Ottawa, Nov. 24

of Mirth midway got a contract from the Central Exhibition Assn. The d show contract went George Hamid, for one eyear pac; to Frank Ber-Bucky Allen will allow on of permanent midway, and greater selection of d rides. CCEA will get the gross of shows and

HENIE IN FROM O'SEAS FOR 'HOLIDAY' STINT

Sonja Henie planes in from Europe today (Wed.), following a tour of Europe with her icer.

While in New York, she'll confer with Morris Chalfen, producer of "Holiday on Ice," about details of the show she'll head. Chalfen signed Miss Henie to head "Holiday" in March. Miss Henie had been touring Europe for the past few months. Show which she headed is still working the Continent, with Jacqueline du Bief as her replacement. While in New York, she'll confer

Aussie's Martin Due In To Gander U. S. Talent

David N. Martin, head of the Tivoli circuit, Australia, will arrive in the U.S. Monday (30) to gauder talent and sign performers for various houses Down Under. Martin will plane in from London, where he's been for the past few weeks looking over acts.

Wille in the U.S., Martin will headquarter at the Lew & Leslie Grade offices.

AFM-AGVA

Two weeks ago, Local 9 requested that AGVA members not work on a job booked by this maestro. The acts refused to step out of the job. There's a movement afoot to put the matter before the State Federation of Labor in an effort to alleviate a bad situation between both aminors.

eration of Labor in an effort to allewiate a bad situation between both unions.

As of today (Tues.) there was a possibility that the Boston musicians would call off its projected lassie with the performer union. Telephone, conferences indicated a basis of settlement, and possibilities are that non-union bandleaders will be denied franchises.

There's feeling that the Hub matter may provide the spark that might conceivably flare up into an allout war between AFM and AGVA. Late last month, the performer union notified the musicians that it was giving the 60-day cuncellation notice of the agreement between both unions which defined jurisdiction of acts that play musical instruments. AGVA nent between both unions which defined jurisdiction of acts that play musical instruments. AGVA claimed that various locals of the AFM had violated the pact. The AFM has not yet indicated just what course it will take, but AGVA will seek to restore its jurisdiction over many types of performers that sit had surrendered to the AFM. For that reason, it's possible that the Boston incident will grow into a nationwide battle involving a fight that will have serious consequences to all employers of the AGVA.

B'way Cleanup Pressed With Coliseum's Start

to the very doors of the new structure. Several years ago, the Broadway Assn. was on the verge of pressing for resolution that would prevent the licensing of more areades with various coin-controlled amusement devices. However, this was abandoned because new legislation would have the effect of providing a monopoly on the areade business to those already permitted to operate. It's believed that Broadway Assn. will settle for similar legislation this time.

London Cafe Biz Dip Bops Talent

The bottom appears to have falien out of the London cabaret maren out of the London caparet mar-ket. The boom days, during which the principal West End cafes were bidding against each other for top Broadway and Hollywood perform-ers, have disappeared, and some observers believe they may never return. Not since the Coronation has their been any serious attempt by London niteries to capture out-tranding name acts and with exny London interies to capture out-standing name acts and, with ex-ceptions, the present-day policy ap-pears to be limited to offering a cabaret attraction as part of the evening's entertainment but not as a potential patron lure.

a potential patron lure.

New thinking on the part of West End bonifaces has been conditioned by the end of the gold rush. It is no longer a case of easy come, easy go. Cafe customers are scarce. As a sign of the times, 96 Piccadilly, which opened in the boom period, has shuttered. Within the next week or two its jate night spot, the Carousel, will also go dark. The Bagatelle, which dropped its name policy earlier this year, is now closed for redecoration and will not reopen until late in December.

Of the major West End spots,

late in December.

Of the major West End spots, only the Cafe de Paris and the Cölony are continuing their previous policies. Even the cafe has less emphasis on top foreign importations, and more opportunities for British talent. The lineup of acts announced for this ritzy Coventry Street nitery is entirely domestic talent, with bookings set for Fred Emney, Vic Oliver and Jack Buchanan.

The Colony in Berkeley Square

chanan.

The Colony in Berkeiey Square is one of the few spots which has made no variation in its cabaret policy over a period of many years. It refused to participate in the talent derby during the boom years and always kept to a steady level which the clientele came to recognize. Major slice of the cabaret is still imported direct from America by Harry Morris, with a sprinkling of British acts to maintain balance. Most other West End night spots.

or British acts to maintain balance. Most other West End night spots appear to have dropped out of the running. Quaglino's, with its companion room, the Aliegro, still favors moderately-priced British acts. Ciro's which, at one time was a topdrawer booking, has little cabaret pretentions while the Savoy continues with visual acts, usually recruited from those who have been brought over by other managements. The Berkeley has not had cabaret for some time. The Pigalle, in Piccadilly, offers a full scale production usually with a scale production usually with a continental star. The newly opened Copacabana mixes local artists with U. S. importations.

WHEN IN BOSTON HOTEL AVERY

The Home of Show Folk Avery & Washington Sts.

AGVA Prexy Warns Union to Shed 'B' Girls, Drop Organization Deadwood

Fete 150 Ex-Performers

Hollywood, Nov. 24.

More than 150 former stage and screen players have been invited to the Friars' annual Old-Timers' Thanksgiving Dinner to be held tomorrow (Wed.). Many of the guests are currently living at the Motion Picture Country House. Every one will receive'a gift.

Lined up for the entertainment program are Jack Benny. Bob Hope, George Burns, John Barrymore, Jr., Phil Silver, Tony Curtis, Pattl Moore, Ben Lessy, Lenny Kent, Rose Marie and others.

Vaude, Cafe Dates

New York

New York

Mrs. Billy Daniels (MarthaBraum) is rehearsing a nitery act.
She's now in the process of divorcing the singer ... Pearl Bailey
opens at La Vie En Rose, N. Y.,
Jan. 5 ... Connie Sawyer signed
to the Kenneth Later Agency ...
Frank Libuse set for the second
edition of the Moulin Rouge,
Hollywood, show, opening date
still to be set ... Hotel Good,
Miami Beach, taken over by the
Saltz Family, which operates the
Saltz Hotel, Mt. Freedom, N. J.
Florida spot will have a cocktall
lounge ... Monica Lewis tapped
for the Town Casino, Buffalo,
Dec. 7 ... Kitty Kallen to preem
at the Sheraton Carlton, Washington, Dec. 2 ... Carl Ravazza and
Dave Barry to open at the Mapes,
Reho, Dec. 17.

Chicago

Chicago

Julius LaRosa pegged for Lake Club, Springfield, Dec. 1-4, foilowing with one-niter Dec. 5 in Kaiamazoo Auditorium ... Betty Cloney set for Fazio's, Milwaukee, Nov. 27 for two frames ... Dorothy Sarnoff into Edgewater Beach Hotel here for Christmas show, beginning Dec. 4. Jimmy McHugh playing Chase Hotel, St. Louis, Nov. 26 for fortnight, foilowing holdover at Baker Hotel, Houston ... Jerl Southern going into Tiffany, L. A., after New Year's for first Coast engagement ... Prof. Backwards to Shamrock, Houston, Dec. 31 for two weeks ... Dornam Bros. labeled for Jefferson Hotel, St. Louis, Dec. 23 for fortnight ... Mindy Carson slated for Hollenden Hotel, Cleveland, Dec. 3 for two weeks ... Sugar Ray Robinson, Betty Wood, Dominoes and Count Basie skedded for Artist Society of America Benefit at Du Sable Auditorium in Chl Saturday (28), as one leg of a national tour.

MET'S NOVOTNA PREPS NITERY ACT DEBUT

Jarmila Novotna, Metropolitan Opera soprano, is the newest iong-Opera soprano, is the newest iong-hair preparing a nitery act. Singer appeared on Broadway in "Helen Goes to Troy" in 1943-44, and in "Sherlock Holmes" this fail. Mervyn Neison is staging the turn for her. No dates as yet are set.

Godfrey's 5G Gross

Dallas, Nov. 24.

Dallas, Nov. 24.
Arthur Godfrey, participating in a local Airpower Symposium, Nov. 19-21, puiled 2,500 listeners at \$2 each for his talk, "America's Part in Air Power."

Radio-TV star flew his own plane here to attend iocai celebration of the 50th anni of powered flight.

The American Guild of Variety Artists should rid its membership of B giris and strippers who use that kind of act as a means to entice men into buying them drirks according to Jackie Bright, union's prexy, in an address to the N y membership meeting last week Bright not only urged a purging of the membership roster, but asked that the union stage a national cleanup of its employees in an effort to eliminate non-productive workers.

Bright declared that the B girls and strips are giving the union, a bad reputation. There have been complaints where B girls rolled drunks, and upon arraignment cited membership in AGVA as proof that their profession was that of a performer. He cailed the \$109 initiation fee and first quarter dues pawment in these cases a "license for prostitution."

However, Bright differentiated between the B girls in the honkytonks of New Orleans and cleawhere, and the legit strip performers who appear both in theatres where, and the legit strip performers who appear both in theatres and in legitimate cafes. The latter, naturally, must belong to the union because they are bonafide entertainers, he stated.

Bright's lines on AGVA employees is regarded as a mandate for the various regional directors to clean out its deadwood. Bright declared that AGVA is not a katfee-kiatch for tired organizers. His idea is to get young college grads who have specialized in labor relations into the union.

"Where Show Business Meets"



"Music with Personality" HAMMOND ORGANIST

TOMMY THOMPSON

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Hotel Winslew



Godfrey's address was made in the midtown First Baptist Church.

Mirth of a Nation Mindreader

A Class Act for Class Spots

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New Acts

ELAINE CARVEL

JANET BROWN Impressions JAND Impressions 20 Mins. Gaiety, Ayr, Scotland Clay young perform

Gaiety, Ayr, Scotland
Gay young performer combines
attractive looks with fresh charm
and undoubted talent, and walks
off to solid mitting. Distaffer, Scotborn, has gained a considerable
name via radio and TV, and
strong marquee bet in all U. K.

FRANKIE VAUGHAN

FRANSISON Songs
18 Mins.
Empire, Glasgow
Young English singer, jet-propelled by deejays from an unknown to top-of-the-bill slotting on the main U. K. vaude circuit, fully justifies his growing disk name, and reveals assured brand properties of the state of the stat

ELAINE CARVEL
Songs
12 Mins.
Crossroads, Chl
Elaine Carvel is a sleek, wellgroomed dish who has been playing club dates and minor bistros
ever since her tour with Jimmy
Durante over a year ago. Now
that she's gone intimate she may
have found her metier with smart
demeanor and stage savy to help
along her strong, rich pipes.
There's not much suggestion or
nuance in her voice, but she modulates it well, stylizes nicely, and
sells nearly every tempo.

Song lineup rates about average,
though, being diversified enough
but relying wholly on standards
with none of the offbeat, which
could help. Classy brunet delivers
"Good Day" for snappy opener
and shifts to smooth, sensitive
treatment on "Blue Moon" before
closing the first set on underplayed "Because You're Mine."
Newly etched Mercury seller,
"Autumn Leaves," sung alternately in Fraceh and English, has
the most distinction and strongest
appeal of any of her numbers and
suggests that she ought to re-route
her intime routine on this track.
Capper is an upbeat standby that
gives her some room to belt, and
this she does tastefully. Dave.

JANET BROWN
Impressions name, and reveals assured brand of song salesmanship that merits major U. S. bookings. He couples this with good looks, reposed style of warbling, friendly twinkle-eyed personality and a fine set of pipes. At show caught, singer, born in Liverpool, Eng., 25 years ago, scored solidly with the customers and proved top favorite with the bobbysox element. He lacked advance ballyhoo of American singers, but this did him no harm. Opens with "Hey, Joe," to solid hand-to-hand music, then quicklinto "My Sweetie Went Away," one of his clicko waxings. Singer wastes no time between tunes and confines his gabbing to the minimum, apart from introducing his pianist, Bert Waller, who does his insual accomplished job at the '88. One of Britain's leading planists, waller, who has accompanied for the young crooner.

With growing recording name.

With growing recording name, plus upcoming TV and radio dates, singer could easily sustain greater program length. Now in fifth week of headlining U. K. tour, he is cinch for the American market, both in video and vaude; and also shapes up as useful nitery asset.

Gord,

BERNARD MILES

BERNARD MILES
Comedy
10 Mins.
Empire, Glasgow
English legit actor offers comedy
characterization of a rustic
vokel who wanders onstage with
a broken cartwheel and proceeds
to gab about countryside topics
such as village characters, cricket,
the local vicar, etc. He does act
against a blackcloth of trees and
meadows, and is garbed in carcless ragged style as if straight
from the cow-byre.

Despite bad eye makeup, act is
strong in character, but lavatorystyle gags are not in keeping with
material for audience at family
vauderies and prove too-easy laffraisers with minority of stubbioldcrs. Legit actor, already w.k. for
his Shakespeare chores, doesn't
need to descend to Chic Sale
humor (7).

Okay for the English vaude market but limited otherwise. Char-

umor (?). Okay for the English vaude market, but limited otherwise. Characterization is more suited to the legit sphere. Gord.

THE COLUMBUSES (2) Roller Balancing 10 Mins,

Roller Balancing
10 Mins.
Empire, Glasgow

Male and distaffer offer fairly
slick act of balancing on rollers,
placed on platform in centre-stage.
Both are garbed in blue, he in
sombrero-style. Open with the
male half climbing a trestle placed
on roller and ascending ladder
steps to warm nitting, then juggling with clubs from atop trestle.
Male then attempts not-so-casy
trick of placing two rollers together and balancing on 'em so that
they roll counterwise to each
other, but he doesn't quite succeed
though applauded for the try.
When the girl mounts and stands
balanced on partner's head white
he is still on roller, audience gasps
are evident.

Act requires stronger ending, but is useful bet for vaude and high-domed nitery slottings.

Gord.

PAN-YUE-JEN (4) 8

VICTORIA SHERRY

Acro 10 Mins. Bobino, París

'JAZZ TRAIN' UNIT SET FOR REVIVAL IN BRIT.

"The Jazz Train," a cafe unit which played various niteries cound the country some years ago, is being revived for presentation in Britain. Marvyn Nelson. who directed the original, will do similar chore on the revived version.

Cass Franklin is repping the slow. Casting will be started shortly.

Eartha's Vegas Date

Hollywood, Nov. 24.

Hollywood, Nov. est.

Eartha Kitt, whose warbling at the dinner for Greek royalty caused a political hassle, has been signed to appear at El Rancho Vegas early in 1954.

She will be part of the new Tom her Douglas Revue.

audience. If she were to relax with a down-to-earth novelty it would a down-to-earth novelty it would afford a welcome change of pace. Withal, she appears to have a far potential in most visual media once she builds a firmer rapport between herself and the stubhold-between herself and the stubhold-

GEHRIG & WEISSMULLER

GEHRIG & WEISSMULLER
Dancing
9 Mins.
Palace, N.Y.
Gehrig & Weissmuller are a boy
and girl dance duo who have appeared in a string of Broadway
musicals but are making their mitial stand at the Palace. Youthful
team has some fresh, maginative
routines that click handily and indicate promise.

dicate promise.

Pair's opening sequence is a fanciful bit with a dash of ballet that's vaguely reminiscent of an Apache dance. As a ente contrast, they follow with an impression of a silent fuln scene replete with leading man, herome, the chase and sundry other effects sfamiliar pix of some 30 years ago. They're okay for vande, niteries, TV, etc., Gilt.

THREE HOUCS

THREE HOUCS
Juggling
10 Mins.
Empire, Glasgow
Accomplished juggling trio, one
male and two young tenmes, are
in the lest Continental tradition
with fast-paced dexterity in handling both hoops and clubs. Open
with high-speed throwing of white
hoops between each other, and follow this with one distaffer standing
atop male's head and continuing
their hoop juggling.
Club juggling session has the two
femnies introducing comedy by
entangling themselves and still
maintaining skill in tossing the
clubs. More tull-speed stiff in
juggling routines is wound by male
sited hetween his two partners and
receiving clubs from hoth in turn
this to solid mitting from satisfied
customers.

strong marquee bet in all U. K. locations.

Garbed in rustling pale blue organdie, she ties apron over her crinoline skirts and does a fine impression of a harassed housewife, Follows with vocal likenesses of piping-voiced Rose Murphy, Katharine Hepburn, and Laneashire-born Gracie Fields, registering heavily on each via the palmeter. Her wistful rendition of "Doggie in the Window" catches at the heartstrings of the customers. Useful bet for U. S. video and vaude dates, as well as Commenwealth bookings.

customers.

Okay for U. S. vande and nitery market.

Gord.

4 PHILLIPS Juggling 6 Mine

4 PHILLIPS
Juzeling
6 Mins.
Apollo, N. V.
Fonr Phillips, two males and two distaffers, are a fast-moving ofny juggling set. Each member of the quartet works with forr pins, which are constantly being tossed from one person to another. Pins are flipped back-and-forth, either in a direct line or in criss-cross fashion. Foursome are colorably costumed. Pins are multi-colored and make an eye-catching pattern while spinning through the air.

Solo spotlight is taken over only once by one of troupe's male mem-bers. Act closes with two mem-bers exchanging pins and knocking a citaret out of the month of a person in their line of fire. Turn is a good bet for most visual mediums

vaude dates, as well as Commenwealth bookings.

LORRAINE
Songs & Cartoons
10 Mins.
Empire, Glasgow
Singing cartoonist has drawing
hoard in centre of stage and entertains with lightning sketches of
animals, etc. Main gimmick is his
teasing of customers by painting-in
what appears to shape up as
fomme Jane Russells and other
portions of the distaff anatomy,
then surprising by sketching-in a
dog or a cat. Wins applause from
patriotic stubholders with drawing
of Winston Churchill as a buildog
smoking a cigar. His lightning
portrayal of Laurel & Hardy is
also commendable.

While cartooning, act also sing
snatches of pop tunes. Wearing
brown beret and cordurey suiting
in style of a Frenchman, he'd retain the Gallic atmosphere if he
assumed a French accent instead
of his Londonised tones. Winds
with landscape of the London
scene to which he adds gilt trame
as final flourish. Given slicker
finish, act would have strong TV
potential. CLAY TYSON
Dance-Comedy
6 Mins.
Apollo, N. Y.
Clay Tyson, young Negro hoofcr-comic, is limited in appeal to
the Apollo and similar locations.
Tyson goes through his stirt with
an unblocked hat drooping over
his eyes. Lad does a competent
why of terming.

an unblocked but the competent job of terping.

In the comedy vein he does a dance takeoff on a guy about to get married and the same guy two weeks after marriage. He also give a terp indresh of a fellow taking his girl out for a ride in a ear. Both bits are patterned along blue lines and rate as fan entries.

Jess.

BROWN & BEIGE

BROWN & BIOD.

Dance
5 Mins.

Apollo, N. Y.

Male Negro terp turn fails to generate much excitement. Boys work together for a while and then take the spotlight for solo stints. It's not until windup, though, that they really start moving. Duo close with some frantic acro-dance routnes. Bobino, Paris

This is a hep Chinese aero and balancing act with three trim girls and a male whirling and balancing with abandon to make this a color-ful eyediller. Whirling plades on bamboo sticks are maintay of the group. Gals also heft a ladder, as one balances and the other snakes up for a neat fallaway.

Act looks good for U. S. voude or nitery dates.

routines:

Decked out in dress suits, Brown & Beige make a neal appearance.

Act rates as okay filler material for vande slottings.

Jess.

VICTORIA SHERRY
Songs
8 Mins.
Palace, N. Y.
Victoria Sherry, a lyric soprano with an operatic background, is a statusegue blonde who warbles three numbers here. Fetchingly attired in a-strapless gown, she opens rather slowly with the oldic, "Lover," But she picks np momentum with "Many Times," a current pop, and handles "Granada" for a finale tour de force.

Previously with the St. Louis Opera Co, and a Sigmund Romberg road unit, Miss Sherry obviously has a good voice. However, her overall style is a triffe too concerty for the average vaude Magico Mr. Ballantine, active on TV of late 'which act tent'?. runs 6 Mins.
Apollo, N. Y.
Eunice Davis, Negro chirp, will have to display stronger vocal ability in order to rate as a contender in the blues & rhythm field. Distaffer knows how to handle herself on stage but her pining doesn't come over too clearly. Femme concentrates on the blue-tinted numbers, which go over at the Apollo scuence in which act with varied soft shoe and aero lumbling routines.

House Reviews

Casino. Toronto
Toronto, Nov. 20.

Ethel Waters, with Regimald
Bean; The 3 Flectwoods. Simpson's
Mariamettes, The Campbells 123.
Wally Dean; Archie Stane's House
Orch; "Innocents in Paris" (Rank).

Though Ethel Waters may under andably not be hitting those Though Ethel Waters may understandably not be hitting those high notes as in days of yore, this fine artist is boffe on the contralto passages and is assured of the loyalty of her longitime tollowers, as addinced from her begotf here, when caught. It's mainly a melange of her yesteryear hits on the theme of unrequited love or don't mess-around-with my man admonitions, with Miss Waters in a black-seguing gown and

theme or unrequited love of ont mess around-with ny-man admonitions, with Miss Waters in a black-sequence evening gown and silver, shoulder-length hairdo, walking on for her lusty "Ain't Goin' to Sin No More," with plenty of recitatives, "Taking a Chance on Love," "Just a Woman' and a wham "Am I Blue?" for first log, all to ovations.

It's a sweet audience lumbling to her trademarked "Stormy Weather" for alternating held falsette effects, a wham deep throated "Frankie and Johnnie," another high inde "SI Lomis Blues," "Taking a Chance on Love," and a "Choin in the Sky finale to a begoff response, with all songs solidly over on that salesmanship, clear dietion and timing that take years to develop to successful fruition, "Miss Waters has commetalably dropped that magging evident in her recent one woman Broadway show and simply stands up and sings to top returns on artistry and audience appeal. A how is due Reginald Bean, her our stage planist.

In a swift 65 minute stage package marked by well bidanced di

stage planist.

In a swift 65 minute stage package marked by well balanced diversity, Wally Dean as emece knuts everything together compactly, with The 3 Fleetwoods immediately punching over with their neat taps and acrobatics embodied in a cavaleade of American dancing, ranging from softshoe to Charleston and modern boogie woogie tempo, with plenty of difficult ankle work.

The Campbells, man and woognets

tempo, with plenty of difficult ankle-work.

The Campbells, man and woman, trail with a melange of drank-act comedy, eccentric dancing, mutual juggling with the temps balls, clubs and rings for cross stage exchange catches, all without a fluff, and to terril applanse. The Simp sours, another man and woman act follow with their clever marionets, complete with a Latin-American numba routine, a slow striptease, a time magician piece with the little figure—producing—handkerthiefs, and a rabbit, the inevitable break away skeletin dance, and trushing with team terping that on the expert strings manipallating, to helty applianse.

wally Dean; as emece, is also over on his tall patter stories and is an integral part throughout of the last paced parkage. Archie Stone's louise ouch ably back grounds the proceedings.

McStay.

Johnson & Madill, Chet Clark, Celia Cahot, Gehria & Weissmaller, Mr. Ballantine, Victoria Sherra Strong & Strongy, Arguéa Fanday (71; "Appointment in Hondaras" (RKO).

With Betty Hutton and two-s-day just a lajul memory now, the Palace's resumption of its Jeatine film plus eight acts of vandeville policy has more or less vettled down to a take-it for-granted groove as far as some house patrons are concerned. For the payees of the show cought has two executions of the payer of the property of the some particles of the payer of the p

act's ment.

Most of the turns are familiar faces, save for songstress victoria.

Sherry and the dance due of Gehrig & Weissmiller. Both are under New Acts, Stump & Stumps, as Negro song-and-donce pair, dishout the comedy in their naxi-to-closing niche. Their material is venerable but it registers for fair returns.

Marien Me. Pollows.

Magico Mr. Ballantine, active

Gil Johnson and Jo

cises as "Hungarian Rhapsody"
and "I Love Paris."
Singing comedienne Celia Cabot is a diminutive gal with a big voice and a fast line of patter. Singing comedienne Celia Cabot is a diminitive gal with a big voice and a fast line of patter. Freenently her impromptin remarks sandwiched betwirt the lyrics of "You Made Me Love You" and "You Came to Me from Out of Nowhere" are a trifle too subtle for the audience. She scores handily in warbling "Good Man Hard to Find" in a straight delivery for her closing number.

Trampeline turn of The Arriola Family provides some excellent visual excitement as the finale to the 74-winnte show Four girls and three males purvey nifty acrostic steel with the provided above their conventional rigging.

Jo Lombardi's erew, per usual,

Jo Lombardi's crew, per i backs the session competent!

Apollo. N. V.

Sugar Chile Robinson, Brown &
Beige, Ennice Davis, Clay Tyson,
Four Phillips, Spo Dec O-Dec &
Co., Lucky Millinder & Band (144);
"On Dangerous Ground" (ISKO).

Bill at the Apollo this week fails to generate much steam. Last two acts however, give show a needed lift. Holding down the tail-end of the card are the Four Phillips, of ay jugging toursome, followed by four turn is, reviewed under New Acts, as are tapsters Brown & Beige, sougstress famice Davis and counce-terpster Clay Tyson.

Robinson is still a potent attraction. Kid's fangering of the key-board results in a neat loopie beat,

tion. Kid's fingering of the key-board results in a neat boogie beat, He also registers in the vocad de-partment with such sex-motifed He also registers in the vocal de-partment with such sea-motified times as "Hold Me, Thrill Me, Kiss Me" and "Money, Doney." Youth then goes into a tap routine and winds up with a hornering rendi-tion of "Caledonia."

tion of "Caledonia."

House band, fronted by Lucky Millinder, takes over for three numbers. Crew, comprised of six brass, five reed and three rhythm, gives some hot instrumentalizing to "Caravan," "Prelude in C Sharp" and "Buffalo Bonnee."
Millinder also concess in an alfable manner Councily segment is handled adequately by Spo-Dec-O-Dec & Co.

Jess.

Olympia, Miami

Mello Larks 14), CeCe Blake, Cy Reeses, Ade Daval & Co, The Grussons, Les Rhode House Orch; Blowing Wild" (WB)

Upgrading of budget and talent is obvious in this week's layout with overall results on the plus

is obvious in this week's layout with overall results on the plus side.

Cy Reeves, who has played this house believe, wided off the palm winner. Comme comes up with a new builded off the palm winner. Come comes up with a new builded off waggery that sporks plenty of howbs and keeps them with him all the way, material is casually handled with sharp funing adding to overall impact.

The Mello-Larks add up as a solid cutry in the harmonies field. Three guys and a gal display well-versed blendings which range from ballade to revivalist tones. Staging is shrewfully liandled to add, eye appeal to the groupings.

Magico Arte Divid adds up as a pleasing turn. Tricks are in the standard vein, albeit cleverly exempted to the grouping of the act plus showmanship that he builds his and reaction to a solid biwoff.

CeCe Blake is a likely looking blonde thrush with a vet delivery belying her youth. Mixes jump, ballad and special leading into takeoffs on pix actresses taking a finit at pop singing to mark up steadily building reception.

Teroff spot has the Grayons on or a melange of actre-adagia. It's fair stuff and carris infil returns. Les Rhode and house orch show-back adeptly, per usual. Large.

Pioncers Pull Weakly In Western Canadian Dates

Regina, Sask. Nov. 24.
Sons of the Pioneers, appearing under Rotary anspices in the Stadium here Saturday 144, drew 1,616 customers for a gross of \$2,237.75. Tickets sold at \$1.50 for adults and 75c for children. Sons of the Saddle, a western group from Calgary. Alta, shared the program with the Hollywood out-fit

Copacabana, N. Y.

Betty & Jane Kean, Norman Brooks, The Dunhills (3), Jona-than Lucas, Herb Fields, Michael Durso and Frank Marti bands; Mayed by Douglas Condy; songs, Dave Mann & Bob Hilliard; orches-trations, Don Walker; costunes, Belly Lucingston; \$5 minimum.

Betty & Jane Kean are the fun-mest two-woman act in show husi-ness saire the vaideville heydays of the Watson Sisters, excepting that according to today's standards Famiy & Kitty Watson would be 3-Eye league compared to the Keans. In short, they shape up as the humlest femine team in show by They're the dirindi counter-part of Martin & Lewis, a thor-nughly uninhibited, show-wise pair of extroverts who snowball their langh momentum into a big yock-ful

of extroverts who snowball their largh momentum into a big yock-ful.

Their professional layalties are well tred off with a topical lyric, 'Bring Show Business Back to Broadway" with Its plea to "make' Broadway" frozen custard's last stand." From "Hocus-Pocus Polka" they do madeap impressions of Joe E. Lewis (including prop pro-bossis), and Sophie Tucker; zany bits ahout Kinsey, Arthur Gadfrey (counting his "humble money"). What's My Lines" Ed Sullivan, Jane Russell and Marilyn Monroe-(latter in Yankees' sweater and "balloons"), Jackie Gleason, Alan Carney, Lena Horne, quips about 'a Random House is not a home, by Larry Adler," and a wealth of lognotch sophisticated throwaways, enging the beil all the way. In-cluded also is reference to Betty's forthcoming marriage, props show-ing her swoking a cigar and wear-

forthcoming marriage, props showing her smoking a civar and wearing the traditional veil.

The Kean Sisters have been progressing handily vin recent seasons and appear on the brink of their real professional jackpoi payoff, not only in this standout performance on the Copa floor but if, as and when their NBC video series kicks off and clicks. The sisters have all the makin's. Betty is an underliably funny woman and Jane the polite straight who, however, isn't that prim as not to indulge in a little funstering when occasion warrants. They play it for laughs and deliver in spades.

Another smart booking by boniface slues Poodel is Norman Brooks, the Canadian road company of Al Jolson. A freak carbon copy of the late great Jolie, and further propagated via "Helio Sunshine," an indie disk which projected Brooks into sudden projected Brooks into sudden prominence of a sort, the personable young singer in person has to fight an unphill battle with the traditioners, but seemingly registers prounts with the younger set.

It's not like watching Larry Parks simulating the Jolson monnerisms, while mouthing "the kings" unique song styling—Brooks richtfully tries to be himself except for the freak voice parallelism. Result is sumetimes desultors and betimes contradictory. He opens with "Cest Si Bon" and as he progresses through! "Tootsie Goodbye." "Nobody's Baby," "Give You Anything But Love Baby," "Giffornia Here I Come," a reprise of "Hello Sunshine," including even a parallel on the immortal mammy singer's Brasing, the feeling grows that Brooks' style is one of fate than design. He confesses to the dead-ty parallel—as if that is necessary, but it is done well at this point—by doing an "impression" of Jolson's "Anniversary Waltz" and other standards, excepting that the "impression" is more of the same as what Brooks had been selling the preceding 15-48 minutes. In a measure, therefore, this Candidon newconer is a show big monortal. Summed up, it's by no monortal summer, are another feature should be a summer of the same a designer, the clares, with Creak persons with the persons of State persons with Creak persons with the persons of State persons with Creak persons with the persons of State persons with the pers

stopover, the welcome mat has been out. Last night (20) she picked up where she left off, debuting a nine-night stand to capacity (375) for boff returns.

Perky opener, "Got the World on a String," followed by "Oh. What You Do to Me," Insures rang attention from auditors. Canary, slippner than on her earlier showing here, sports a Flose-cropped coifure, abetting eye appeal of a white strapless gown. Adds Bob Merrill's "Butterflies" lyrics ahead of a three-tune medicy of standards, accented by Joe Shaccore's slick solo gultar work and Miss Page's trademarked so ut h pa w armwaving. Rhythmic "Angry" sells, before warbler deferences Les Paul-Mary Ford with "close your ears if you don't hear the right notes" to payees for "Vaya Con Dios," for heavy mitting.

After introing her first orch boss, ringsiding maestro Jimmy Joy, blond singer segues bit choruses of seven familiar waxing, without plugging her outlet, Mercury, Smash 40-minute sesh ends with a serioso "Eili, Eili," with English lyries ("Father, Father"), Imoact is added in solo keyboard backing by Ray Barr. Begoff turn ends with the Page theme, "This is My Sone."

Emile Petti orch, augmented with five strings for the show, only top assist to Miss Page's trio in showhacking, and lures a shoe storm to the small floor for berp sessions.

Princess Room. Paris
Paris, Nov. 16.
Muriel Gaines, Pepe Costa,
Christian Merry, Chris Pan, Cloude
Vasori, Gerard Dulae, Monne livel,
Auton Bridgers; \$1.50 minimum.

Vasori, Gerard Dulac, Monne Rivel, Auton Bridgers; \$1.50 minimum.

After a roundelay of changing hands this club, situated in the downstairs portion of the Club De Paris, is finally back in the hands of its creator, Muriel Gaines. Club upstairs gets the after-theatre diners as does the club downstairs. French crowd is there till two and then the U.S. niteryites take over until dawn.

Miss Gaines gladhands and does her stint of cleverly glib songs, which benefit from good lyies and knowing delivery. Femme has more knowhow than voice, which is adequate in putting these songs over for big mitting. Pepe Costa does his big-voiced Mexicana numbers which make the club vibrate with sound and mitting. Christian Merry does a nice patter job with old jokes sounding good in his well-paced manner.

Piano is adequately backgrounded by Chris Pan and Claude Vasori Sitting in for more hep and calculated piano is Aaron Bridgers. Moune Rivel adds a neat calypso note to the proceedings, as do the guitar folkies of Gerard Dulae.

Old Roumanian, N.

Sid Garn, Sadie Banks, Crosby Sisters (2), Corday & Floresce, Richard Lynn, Boots McKenna Line (8), Joe LaPorte and D'Quila Orchs; \$3.50 minimum.

Juliana Larson, she of the sleek coif and that fancy zebra gown (which looks like a sartorial Fort Knox on the hoof, and with which the society thrush garnered beaucoup space at the Met opening, is back in Gotham. The chic Miss Larson (Mrs. Bedford Sharpe, of a Texas family where only "rich millionaires" and "poor millionaires" abound' is a harkback to the yesteryear cycle of "bine blood blues singers." She is also more professional that was the post-Prohibition vogue when the Stork, the Waldorf and divers bottes and hotel rooms counted more on the Social Register appeal than basic song savyy. However, a few did emerge importantly, for a time at least, such as Adeiaide Moffett, Eleanor French and one or two others.

Eleanor French and one or two others.

Miss Larson, like the nearby St. Regis Maisonette's Rosalind Courtright, the wife of Bevhills Hotelboniface, is serious about her chirping and apparently has gone to some lengths with new repertoire, blus the couture and new coif appurtenances.

She is partial to Poeter and Parisian pot-pourris, blending "Kiss Me Kate" with "Embrasse-Moi" and the like. She has a nice style of utilizing her fancy feather fan for nike camouflage, permitting her a more peripetatic latitude rather than remain frozen at the mike. And when you have that \$3.000 (or so) gown job to show off you can't blame a gal for promenading the Sherry-Netherland's Carnaval Hoom door space, no matter how limited, especially because of those awkward pillars. The zehra-striped gown looks like the hest sartorial trailer. John Perona could ever want for his El Morocco.

On the subject of the Carnaval Room's four pour carnave in the Carnaval Room's four process.

El Morocco,
On the subject of the Carnaval
Room's four-poster job, the SherryNetherland's prexy Serge Obolensky has done a savvy hosting joh
in transmiting the Russian nobility motif to this grillroom. Paris
is the last remaining stronghold of
the plush czaristic influences in
cuisine and all the trimmings; over
the years the St. Regis' Maisonette
flusse has undergone a transition
to Hawaiian (for a limited spell)
and now it's just the Maisonette.
The Carnaval Room still makes
with the beef Strogonoff and the
flaming swords of the shashlik department.
In the same idiom, Jan Brunes-

flaming swords of the shashlik department.

In the same idiom, Jan Brunescu's "imperial tzigane" orchestra is in appropriate musical comedy court costuming, alternating with the Lester Lanin band, which has Syvestre Sprigato sparking it from the Steinway. The affable Henry is the expert matire d' at the door and biz seems to be good with Missis return. Incidentally, she's now billed as "direct from Maxim's, Paris," which may surprise some who looked upon that worldamed restaurant as a straight dimers, which it is, excepting that latterly Miss Larson performed at several fashionable galas, hence the billing which is thus legit. The divertissement feature, to supplement the late ding, has so intrigued Maggie and Louis Vandable, owners of Maxim's, that they are talking with vet Paris cafe entrepreneur Maurice Carrere about establishing a rephica of his Chez Carrer's in the room above Maxim's as a post-midnight supper club.

Sherry-Netherland, N.Y. gal" and a bolero with members of the band chiming in for an and Jan Brunesco Orchs; \$1.50 and \$2.50 couvert.

Juliana Larson, she of the sleek coif and that fancy zebra gown whilch looks like a sartorial Fort Knox on the hoof, and with which the soclety thrush garnered beaucoup space at the Met opening! Is back in Gotham. The chic Miss back in Gotham. The chic Miss large in the slow, nostalgic closer of largen (Mrs. Bedford Sherre of a largen (Mrs. Bedford Sherre of

in the slow, nostaign "Lula Lula" a lullaby with a Yiddish ring.

But the big crowd pleaser is torrid terper Trin Reyes, an eyecatcher in torero garb, who hoofs up a barrage of feverish flamenco steps that has the aficianados ringing the room with applause and oles. Gal has plenty of fire and style and responds to jests of the orch and customers smartly, with a coquettish toss of her head that's appealing. For return number she wears a red and white gossamer skirt which she splashes about fiercely in a dance duet with Luis Bona, aiso a trumpeter, violinist and gultarist. Act goes off amid avid cries for more.

Dick LaSalle orchestra plays the dance sets.

Eddys', K. C.

Kansas City, Nov. 13.

Betty Reitly with Dick Wess, Allan & Ashton, Tony DiPardo Orch
(8); \$1 cover.

The Eddy establishment is offering a blend of hoisterous songs from an old hand in the room and some very modern terping from a pair of young newcomers. It's the second time around for Irish some very modern terping from a pair of young newcomers. It's the second time around for Irish senorita Betty Reilly, who was here about a year ago and evi-dently returned to customers with dently returned to customers with faithful and pleasant memories. The dancing pair, Bebe Allan & Barry Ashton, are playing their first date in the midwest, having done most of their playing on the Coast, Las Vegas and in the southmemories, Ailan &

Coast, Las Vegas and in the southwest.

In his usual m.c. chore, Tony DiPardo first calls on the terp team, who oblige with a trio of smart numbers, all styled on modern lines and calling plentifully on acro, lift and spin flavorings. Opener is an accentuated terp to blues rhythm, and gathers patrons' attention quickly. "Thoughts White Dancing" as second offering is a bit of a production, with a voice-over recording blurting their inner unedited thoughts as couple giide through a dreamy bit to "Clare de Lune," drawing passel of laughs throughout the turn. Finale is an interpretive hit on gambling with tune "Luck Be a Lady" from "Guys and Dolts," with a flash ending as Ashton twirls his partner a la roulette wheel, generously received by the house, Youthful pair are aces on their terping and have strong possibilities for television and shows.

Miss Reilly's routine called for

are aces on their terping and have strong possibilities for television and shows.

Miss Reilly's routine called for a bit of trouping by all hands, as opening show had to be carried on without music arrangements which failed to arrive. Possibly the necessary explanation only keyed the audience a bit, and house throughout the turn proved appreciative. To Miss Reilly and Dick Wess, directing from the piano, the lost sheets evidently were small handicap, and house got a good sampling of her intermixture of Spanish and American tunes. Her-impressions on a much-worn tune bring in some hroad kidding of names like Sarah Vaughan, Margaret Truman, Bette Davis and Johnnie Ray, and 'Magdalena' per her Capital recording is a considerable change of pace. She has some of her better moments on "Guadalajara" done straight, and "C'est Si Bon" with French lyries. Her 'Cumanchero' is by now an established example of frantic efforts in Latin style, and along the way she injects a considerable variety with her guitar plunking and endless energy.

Rice Hotel Hauster.

Ambassador Hotel, L. A.

Los Angeles, Nov. 18.
Lena Horne, John & June Bel.
mont; Jerry Gray Orch (16) with
Linda Lee; Tico Robbins Rhumb
band (5); \$2 cover.

After a two-year absence, Lena Horne has come back to the Coast -but this is a new Lena Horne, For her Cocoanut Grove opening,

but this is a new Lena Horne. For her-Cocoanut Grove opening, she unveiled a switch in stying so startling that it's a cinch to cue the nitery controversy of the year Miss Horne has become tEartha Kittenish.

Unquestionably, Miss Horne's personal draw and the controversy—which will probably rage more fercely in Hollywood than elsewhere—will provide peak business for the Cocoanut Grove for the next three weeks. How the supercharged slyness will be accepted by nitery audiences in general and by the Horne foilowing in particular is open to question.

It's not that this is a bad saloon show, it's just that it's not Leng Horne. The orchestrations tend toward over-arrangement, she uses exaggerated chin movements and there's a general sense of wildness that's occasionally overdone. The material has an extremely sany note, as In "Evil Spelied Backwards" and "I Love to Love," and even the familiar "Love' has undergone a change in delivery. She surfaces a sexiness even into "Honeysuckle Rose," The basic difference appears to he that she's now selling sex—and selling it strongly—where before she merely exuded it.

There's no question but what it's an excellent job of salesmanship

where before she merely exuded it.

There's no question but what it's an excellent job of salesmanship and high-powered showmanship. It adds up to a superiative job of purveying this particular kind of merchandise—the only question is whether this is what her public wants to buy. There's an occasional reversal here to the old Hosne style and it serves as a refreshing change of pace. It might be well, in this transitional period, to use more of the old arrangements and thus siide more easily into the new.

Show openers John & June Bel-

into the new.

Show openers John & June Belmont, a personable dance team, waste no time with flossy routines. They pound over seven numbers in 14 minutes, all to good reception. They'd be better, though, ending with their "Rural Rhumba," a number done to "Turkey in the Straw," because it's too tough for them to follow.

Jerry Gray orch jaunches the

Jerry Gray orch iaunches the layout with a fine Glenn Miller nedley and plays its portion of the show with ease and precision. For dance stuff, on which Gray alternates with the Tico Robbins rhumband, the brass could stand a little muting once in a while.

Mt. Royal Hotel, Mont'l

Montreal, Nov. 12.

Romo Vincent, Teddy & Phyllis
Rodriguez, Max Chamitov Orel
(8) with Norma Hutton, Bill
Moedic Trio; \$1-\$1.50 cover.

Last Frontier, Las Vegas

Las Vegas, Nov. 16.

Patachou, Bob Williams, Amin
Bros. (2), Dick Gregory, Bob Peoples. Jean Devlyn Line (10). Joss
Baselli, Bob Millar Orch (10); no or minimum.

In the exciting Patachou, humor of Bob Williams and pooches, dazzling risley of the Amin Bros., the Last Frontier has one of its better shows of the year. Unformately, the headliner's name is not ramiliar to most members of the greenfelt set, and with biz of before the holidays, attendance is select part.

efore the holidays, attenuance selow par.
Patachou's artistry in delivering ours is of the finest. No need or tablers to understand the words of her French ditties. She acts each phrase, and her hands, body and face tell the story from subtle suggestions to forceful passion or high comedy. With a melodic map of Paris, she rivets attention instantly, then switches to her version of 'Wonderful Guy,'' sung in English. Another Gallic description, 'Rue Lepic,' is sequeled by an amusing idea of western tunes. 'C'est Si Bon,'' and 'C'est Magnifique' are in her idiom, with the latter a, la chantootie. "La Vie latter a, la chantootie." La Vie delicate shadings. a, la chantootsie. "La Vie e" has delicate shadings. "Why Don't You Believe in "Why Don't rou Bear." Patachou attains her niche as st of top order. Brough insistent shouts for more tosses further dynamite in of French songs, with Allouette

Bob Williams' hilarious attempts to show off tricks of his hound.
Reddy, is met with yocks and
mitts. As "Mr. Average Proud
Dag Owner," he coaxes and cajoles,

Dag Owner," he coaxes and cajoles, but reverse idea pays off. The other pooch, Spunky, does flipovers and skips rope, dances on hind legs etc., to give big finish.

Amin Bros. have electrified Vegans before with their startling rasley acumen. Getting the feel of this room with its low beams was a problem, but the pair-mastered the surroundings to pull whopping surroundings to pull whopping lms and huzzas for every

cult trick.

Jean Devlyn returns this frame with new line of pretties, stepping out with "Ccontinental," spotting soloist Dick Gregory, and vocalist Bob Peoples, Midway routine, "American Sailor in Paris," for Patachou's intro, is a great show-case for terp talents of Gregory. Bob Millar is an intelligent emcee, and has aid of Patachou's accordionist-accomper Joss Baselli to aid backing.

Nahara, Las Vegas Las Vegas, Nov. 17. Dolores Gray, Gene Baylos, The Sconys (2), Revelers (5), Don Powell, Sa-Haren Dancers (16), Hal Hustings, Cee Davidson Orch (11); no cover or minimum,

Marking her first notch in a Vegas nitery, Dolores Gray brings a bigtime Broadway feeling to the Congo Room stage, but isn't potent marquee value. Only fair turnouts will result for the fortnight.

Miss Gray hasn't exercised her sty pipes in any nitery here-bouts for over six years. Her chinique in reaching table-sitters technique in reaching table-sitters was off during opening performances, but smoothed out as more shows rolled by. Possessing power-shows rolled by. Possessing power-ful pipes, the long-limbed thrush kneads her equally forceful personality into each turn of the melody. Yet, with her background, Miss Gray could and should drop in more showtunes. Here's a gal that knows how to put zing into such lifts from Broadway productions, Her "Fancy Free" is a shade too long for an opener, and the two succeeding ballads. "World on a String" and "How Deep Is the Ocean," could be separated for better effect.

Decealist, "Papa Piccolino," to was very expressive in "Somebody to Watch Over Me." Special material "He Takes Me Olf His Insurance of the Papa Piccolino, to was very expressive in "Somebody to Watch Over Me." Special material "He Takes Me Olf His Insurance of the Papa Piccolino, and the Papa "He Takes Me Oif His In-Tax," is okay enough, but a y of brassy showtunes in this would be more the Gray With "Pink Champagne," ket. With "Pink Champagne," time idea is affected with audite whirl pouring the bubbly into asses on ringside tables. The die, "Lovin"—Arms," is a pickup tempo before her socko production number 55 Haucons and the control of the co

in tempo before her socko produc-tion number with Sa-Harem Dancers, "Big Mamou."

Gene Baylos, with his wan puss and collection of evergreen gags, vraps up deuce neatly. He keeps punching and before too long has the vocks resilient in Loves to tos. unching and before to toss to toss he yocks rolling in. Loves to toss he yocks rolling in. Loves to toss he insults ringside, but for no oblous harm to his popularity. Deal on the spinet with swishantks is the spinet with swishantks and sweet, leading into and good get-

mood keep pace, and more like a long single work of choreography with variations, the act builds into marvelous climax. Grace and form of pair is the finest, with the difficult lifts, spins, control and consummate skill focusing complete attention all the way.

Sa-Harem Dancers big production is "Ace in the Hole" gambling fantasy, spotting Revelers vocal, four male terpers featuring Don Powell, lavishly costumed showgals parade among the lively prancers in front of sock setting by Irving and Louise Stone. The George Moro iroutines have only one rival on the Strip Donn Arden, Desert Inn), and are always applauded mightily. Lush opener and "Big Mamou" closer are also among the best of Moro's output.

Cee Davidson orch handles backgrounding akay with Dolores

among the best of more's output.

Cee Davidson orch handles backgrounding okay, with Dolores
Gray's accomper-conductor Hal
Hastings setting paces for headliner. Will.

Sands. Las Vegas

Las Vegas, Nov. 19.
Billy Eckstine, Myron Cohen,
Tommy Conine, Charles Nelson,
Copa Girls (10), Bobby Tucker,
Sid Balkan, Ray Sinatra Orch
(12); no cover or minimum.

(12); no cover or minimum.

The latest Jack Entratter entry with Billy Eckstine and Myron Cohen will rack up a good total, although weather and usual preholiday full, are working against just about all current combines on the Strip.

The powerful delivery of Eckstine has brought him a long way from band singer with Earl Hines to present stature as a top nitery warbling stylist. He is silken smooth in presentations, and in spite of his wide vibrato, charges each melody with expert musicianship. From "Sing, Baby, Sing, through "I Love Paris," "At the Mardi Gras," "I Apologize," "Send My Bahy Back to Me" and "Lauth Clown Laugh," the Eskstine vocalistics bring in salvos. The anusing "Ireland" gives way for a rhythmic "Caravan," setting up a fine tribute to Duke Ellington as boffo windup. Sid Kuller collaborated with Eckstine on this to formulate a special narrative and song cycle of top Ellingtonia Bobby Tucker is outstanding on the keys, with Sid Balkan at the formulate a special narrative and song cycle of top Ellingstonia. Bobby Tucker is outstanding on the keys, with Sid Balkan at the skins for Eekstine's solid rhythm. Myyon Cohen's impact upon local audiences is always great. He

cal audiences is always great. He is one of the most expert of story-weavers, and his textures vary as the moment demands. Having a backlog of thousands of funny dialect tales to call upon, the Cohen monology is never trite. Naturally, he is forced to repeat his classics, now trademarks of this raconteur. Tommy Conine makes a sock impression with his tapistry. Cleating shows fine rhythmic feeling, and ability to win mitts is noted with every display. Sparkling zip on the parquet should zoom Conine into upper brackets.

on the parquet should zoom Conneinto upper brackets,

Copa Girls hold over "Mardi
Gras" and "Feather Fantasy," the
latter Bob Gilbert and Renne
Stewart frappe taking the nod for
best Copa Room production to
date. Charles Nelson handles
background vocals neatly, and Ray
Sinatra orch has a big sound and
authority on all showbacking.

Will.

Maisonette Carol. Mont.

Montreal, Nov. 20 Odette, Gilberto Asias; no co

In a swing away from the folksy-foreign type chanteuse to the more sophisticated chirper, boniface Carol brings into his swank eatery. Odette, one of the most attractive, appealing thrushes to appear on the intimery circuit in some months. months.

the intimery circuit in some months.

A handsomely groomed brunct with a figure that needs little or no refurbishing costume-wise. Odette offers a songalog that augurs well for her continued success in better cafes. Although an American by birth. Odette has a flair for the bilingual twists and switches neatly from a made-in-France item to a contemporarly like "September Song" with plenty of style and savvy. Voice in this boile is ample and technique around the mike shows better than average skill.

Pianist Gilberto Asias, who has rianist Gilberto Asias, who has been an important contributor to the popularity of this spot over the past year, gives Odette excel-lent backing on all offerings and scores with his varied interiude tunes.

Kaye \$4,200 in Ark.

short and sweet, leading into doubeltalk ramblings and good get off.

Francois & Giselle Szony are tops in the ballroom and special acro-ballet division. Motion and

El Rancho, Las Vegas

Gordon Las Vegas, Nov. 18.
MacRae with Sheila cephens; Buddy Hackett, Zerby's 2. Dot Dee Dancers (10), Iris censhell, Vanc Alexander, Bob Elistorch (10); no cover or mini-Stephens; (2), Dot Menshell, lis Orch

One of the better El Rancho staples, Gordon MacRae baritones his way for three frames and will average good biz for the period. Addition of Buddy Hackett to the bill is a great help. Word of mouth will zoom this comedian's local stock immeasurably.

MacRae made his first onslaught on this nitery over two years ago as a single and tollowed up alone for his next booking. Last year, he added his wite. Shella Stephens, to the act for song duets, and got away with it.

This year, the light casy touch has been superseded by an carnestness to make good in the husband-wife division. There is a studied badinage between the two about MacRae's screen partners, notably Doris Day, to seve as an excuse for Shella's being around. She even pipes a special, "Glad to Be Mrs. Gordon MacRae." but isn't strong as visa-yis to MacRae. He can, and should, carry the entire load alone.

His desire to put forth a "different" repertoire with new appearances is admirable, yet isn't a must. He can-hold and sell here easily by just belving out his songs, including standards, new ballads.

Ilis desire to put forth a "different" repertoire with new appearances is admirable, yet isn't a must, the can hold and sell here easily by just belting out his songs, including standards, new ballads and novelties. In the datter category, the MacRae novelty this trip is a Highland flung and Celtie sword dance, in-full regidia for top response. Earlier, he lets his resonance fill the room with "Donkey Serenade," "No Other Love" and "Stranger in Paradise," and chalks up big mitts for each Hackett is a fine comedian. He no loager glunnicks his awkwardness and bashful boylchness, but sets his character by smart lines, terrif thing and knowhow of overlaps. He is "in" almost immediately, and does a building job that shows canny-skill. Topper, of course, is the Chinese waiter monology, one of the funniest bits of garbled dialecting ever heard.

diately, and does a building job that shows canny skill. Topper, of course, is the Chinese waiter monology, one of the funniest bits of garbled dialecting ever heard. Hackett could easily go into more moutines after this, but bows off, leaving 'em begging for more. The Zerbys have attained a smartness in their offbeat terpology which could set them for a bigher rung. Gal is a looker, with sexy chassis and, in "Obsession," reveals frame in gyrations while escaping hands of partner. Set against black syke, startling effect is obtained. Pair tees off with soft shoe rounds, showing case of footwork in an opposite terp form. The decorative Dot Dee Dancers capitalize on their well-stacked torsos to pull attention, Terps are negligible, but orbs are kept fastened upon the 10 oomphy chicks. Iris Menshell doubles from line to recite intro verses in the Tom Douglas production setting, Bob Ellis orch does topnotch job in showbacks, with the excellent pianistry and downbeating of Van Alexander to aid during the MacRae slot.

Crossronds. Chi
Chicago, Nov. 10
Lenny Colyr, Elaine Car
orthernactes (3); no minim

Criff Fishman's bingtime Loop restaurant has extended its small backbar stage and added intimate lights to gamble on the appeal of a three-act, slow-budget format with late evening and early morning pedestrians. No minimum, no cover policy conduces to drop-in trade, and the location of the room, centered between the burley theatres, likely will encourage strippers and stags after the shows. No class supper club, the Crossroads will have to find a way to keep carriage ensumers interested.

ested.
Intimate-type-talent is up against the limitations of a confining stage plus the distraction of bartenders, waitresses and transient pagees milling about. Kickoff lineup is no for four weeks: theneeforth, the plan may be to showcase "discoveries" on the chance of stimulating additional interest in the room.

Lenny Colver headlines the present bill with a split routine that has equally divided success. Forepart is a ragout of garden variety jokes that fails to stop the chinking of glasses and silverware. Latter half is strong, rousing the louse to cackles and applause in a string of satirical impressions of bigline singers with a few sharp in the control of the contr plan may be to showcase "discoy, authentic stuff that pays off to cries" on the chance of stimulating additional interest in the room.

Lenny Colver, headlines the cross have that under-the balcony present bill with a split routine that has equally divided success. Forepart is a ragout of garden variety jokes that fails to stop the chinking of glasses and silverware. Latter half is strong, tousing the house to cackies and applause in a string of satirical impressions of bigtime singers with a few sharp gags interminpled.

Elaine Carvel, reviewed in New Acts, could be helped by more dramatic manipulation of lights onstage but fares well enough as is, in the cold brights. Her numbers fetch plaudits consistently, of the gets a boost from the North-

ernaires, showbacking trio, who blend both voices and instruments smoothly behind her. Unit devel-oped during the past five years in a small midwestern saloon and may remain here as the house combo.

Trio of accordion, bass Trio of accordion, bass and gui-tar also handles the opening spot in a boisterous, sometimes comball routine that gets satisfactory re-sults. Their cutings stir a smarter-ing of laughs, and the straight har-monizing lands pleasantly. Group also works between shows on in-terludes.

Blinstruh's. Boston

Boston, Nov. 10 Jack Richards and Marksme (4). Annelf & Brask, Wonder & Banks, The Colbergs (2). Jouce Swenson, Michael Gnylord Orch (8); Low Werr, organist, \$2.50 min

Although the marquee har is not too staunch here this segh, the lineup serves up clicko entertainment values that customers expect and rarely fall to receive.

Primarily it spotlights Jack Richards and the Marksmen, a vocal and instrumental group organized a couple of years ago while the boys were attending universities hereabouts, allording them ample opportunity to showcase. the boys were attending universities hereabouts, allording their ample opportunity to showcase their wares in major surroundings. And the boys come through too dishing out a slick hall-hour sessi of harmony and movement to chek with practically any type of audience. Between numbers Richards hands out bits of introing chatter plus an explanation of groups formation. Latter bit albows members to double on instruments, one on bass, another on mistra and two alternating on the '88.

Balance of layout is strictly in

on bass, another on unitar and two alternating on the '88.

Balance of layout is strictly in the Blinstrib groove getting off to a fast start via okay tapping stint of Joyce Swenson. The Colbergs, a mixed duo tollow with a topnotch acro and balancing sesh hypoed by their distinctive maken. Glossed with silver paint sprinkled with a sparking substance, pair give the morresh of a couple of statues springing to life. Wonder & Banks also score neatly with offbeat baltronnology, bypassing the usual waltz. Loxfol neatly with offbeat ballroo bypassing the usual walt, and tango routines to rely and tango routines to rely on slick softshoe work and bits of swing stepping. Annelf & Brask nabbed hefty mitt action in their segment, howing onstage in Gay 30 cos-tumes on a couple of ancient bikes. Bill is capably emceed and ba-toned by Michael Gaylord, with Lou Weir pumping out or can mel odies between sets for terp ad-dicts.

San Francisco, Nov. 22 Consuela Gonzales, Raquel F Concluta Reyes, Lopita Vale arlos & Manuel, Inc. Torcs, ez, Conchita Reyes, Loput Carlos & Manuel, Inc. T gron Trio; \$1-\$1.50 corer.

There is an authenticity There is an authenticity in the music, entertainment and atmosphere in this popular Mexican rendezvous which keeps it among the front Frisco Latin Quarter nightspots. Zippy music, all of it in the Spanish motif, singers both traditional and flamenco, and terping which ranges the gammt from the tango to the bolero, combine to hit a tempo and exettement which transmutes to the patronage, which "goes Mex" before it is all over.

over.
Current bill has Consucla Gonzales in the enicer role doing a lively chore in that 'stand. But lemme really clicks in singing contrib later A professionally trained voice is used to good effect in two items from "Carmen." Her community songlest with Celito Linda" also pays off Tapita Valero suftry-piped and with eye-value to match, delivers with four song specialities, all of which helglden the Latin glow. Dance segment by Concinta Reyes, a near package, has verve and appeal. Her two items, "Wedding of the Tehnanteper" and "Chapanecas," in Mexican formal with costiming to match, is above

to match, is above with costuming par

Raquel Florez, in a dance t Spanish hue, likewise turns i effective slice of garety v Spanish ... effective slid an effective authentic stuff that permucho kindos

Corlos & Manuel, singing ranche under the balcony

Latin Quarter, Baston

Boston, Nov. 17.
Dick Haymes, Leon. Field, Lang
Purcell, Ted Cole, Harry DeAudis Orch. 181, Zarde Bros. Trio,

Although Dick Haymes moved into the Latin Quarter for a week's stint with very little tantare, his current tangled affairs keeping bonilized Rocky Pallidino guessing until the last minute, the guy made a slick impression opening night (16), on the sparse array of ringsiders, which should result in a substantial biz rounding during balance of his stint. The fact that Wis II was present at the opener and midoubtedly will catch several other shows should hive a tew of the currons, although Haymes has the vocal equipment and savy to vocie solo.

Score solo.

The epitome of "immulity," Haynes bowed on thanking the customers for attending his opening and launched into a slick sesh of baritoning, care, who has a sock sense of phrasing, scores strongly with a diversified somealog that includes "Great Day," the ballads "Negations of Vol. and "Southon." with a diversified somealog that includes "Great Day," the ballads "Nearness of You" and "Septem-ber Song," the upbeat "Bye Bye Blackbird," and his trademark, "It Might as Well Be Spring "Singer gives each mimber the proper treatment, which results in big cu-bonnert response in the unit de-portment.

customer response in the unit department.

Edance of lineup is spotty, with Lang & Purcell, a mixed ferp duo, faring incely in the opening slot, Couple is graceful and handles tap northnes in mitty fashion. Connedian Lon-Field's chatter fields to click with the customers and the Bob Comad dancers' routines are mostly fillers in preparatory to the pre-holidas productions due next week. Ted. Cole, who switched trom Binostrob's this week, handles the emiceeing chores okay but bypasses vocalizing in deference to the head-capably guides his sidemen in the backstopping department. Elic.

Saxony, Miami Beach Miami Beach, Nov. 14 Ann Crowley, Tano & Dec, Val Iman Orch; \$2 minimum.

Olman Orch; \$2 minimum.

Ann Crowley is another entry from musicomedy ranks now playing the nitery run Current engagement in, the swank Pageda Room of this plints hotel marks her as a potent entry in the class cade circuit. A pert, lissonge lass with a well-rounded soprano, projected with verve abetted by bright delivery and staging, she wins them all the way with her assortment of offbeat offerings, nost of them stemning from Broadway ldts.

Refreshing manner ands

lits.

Refeeshing manner ands impact as she offers up an assortment which has zingy "Love Is Sweeping The Country"; change of mood in "Song Of Love Is A Sad Song" to show antness on a ballad-type tune with swing around tablety establishing Last and rapport; "Paint Your Wagon" theme makes for near change of pace and reveals knack for clean phrasing.

Best of her routines is the old show bir routine via "Do You Remember" with terping and song impreshes of Eddle Leonard, Pat Rooney, Marilyn Miller Works on and off noke to steadily building returns. Encore segment has "Send Flowers With Love," another concedy angled piece addressed to the noales, then tops matters with "June Is Bustin' Out All Over" and "If I Loved You" for a wraping. Tresentation is shownanly all the way with attractive thrush in-pressing as a welcome upcomerwise grants as a welcome upcomerwise and abiroomology, Val Olman and his small unit loake big dance music and acomp in skillful manner.

Ringside. Paris

Ringside, Paris

Paris, Nov. 11.
Don Boas, Buck Clayton, Kansa;
Field, Pierre Michelon, Rene Ut
reger Milton Seeley - \$150 min

This is princarily a windup boile getting the jazz-loving 1.8, contingent and the young Gallie set. Small, undestuning club is reasonable in tabs and gives with a neathern that the habit of most visiting nusicians to drop in and ultimately retting up to play or go into a jam session. Present combo is headed by the finely-delineated say of Don Byas.

VARIETY BILLS

in connection with bills below indicate opening day of show whether full or splif week intheses indicates circuit. (I) Independent; (L) Loew; (M) Mossi aramount; (R) RKO; (S) Stell; (T) Tivoll; (W) Warner

Ruth Clayton
Ray Hyson
Ray Hyson
Bob Downey

NEW YORK CITY Music Hall (1) 26 Music Hall (b) 2 Rudy Cardenas Rudells Gislaine Deleu Jayne Hornshy Verginla Rich Brunhida Roque, Doris White Eric Hutson Hal Norman William Upshaw Rockettes Corps de Ballet Sym Orc

Palace (R) 25 Whirlwinds Beau Jenkins B Haminonds Birds R Wyse Jr & J Mann Mann Cleopatra Co F Bergaza & B Tarraza Lew Parker A Landon

CHICAGO
Chicago (P) 27
Betty Grable
Ilarry James Ore
Ilarry James Ore
Lincoln (P) 27 only
Asylum of Horrors
Olympia (H) 25
H Hall 4 (G Dell
Beachcombers
Matt Tuck Co
SOUTH SEND
Plebus (P) 27
Stan Kenton Ore
Errol Gainer 3
Jame Christy
Stan Getz
S

AUSTRALIA

MELBOURNE
Tivoli (23)
H Sieman & Archie
Daresco 3
Lowe & Ladd
Charley Wood Co
Frank Cook
Susan Jeons
Cirlisle & Weldon
Claudine Cheret
Cirlisle & Weldon
Claudine Show Girls
Nides

RRITAIN HACKNEY
Empire (5), 23
Arner (5), 24
Arner (

Hippodrome (D 23)
Davy Kayeson
Davy Kayeson
Davy Kayeson
Davy Kayeson
Davy Lambert
Harry Mulles
Direct Dixon
Judy Lambert
Harry Mulles
Biramines
B

ddie Arnold

Wundward & Copper Angelos Bill Waddington BLACKPOOL Palace (1) 23 Jimmy Wheeler George Martin Dollaire Scott Bros Maria Perilli Dunjas Sis Carozelly

uniaa ass 65 COMBE 165 COMBE 1

Davie Highes Semprini George Comeron Reg Varney Juli Manners 2 Pirates Dashs Chimps Francois & Zandra

asha Chimps
rancois & Zandra
Palace (b) 23
has palace (b) 24
has palace (b) 24
has palace (b) 24
has palace (b) 25
has p

Jon Hinds
Jones A Pets
Journal
Jouise & Pets
Journal
Jouise & Pets
Jol Tilper Girls
Jouise & Pets
Journal

Joya Sherrill
Celebrity Club
Alan Ciale
Freddie Stewart
J & J Williams
Larry Foster
Chateau Madrid
Sans Souri Rev
Kean Sisters
Non District
Dunning
Herb Fields
M Dunso Gre
Frank Maril Ore

Herb Fields
M Dunso (fre
Frank Martl Ore
Hotel Ambassdor
lules Lande Ore
Hotel Aster
Three Suns
Hotel Billmore
Grand Shods
Joan Walden
For M Dion
Ernie Rudy Ore
A Rollim Trio
Hotel Pierre
Hidewarde

Hildegarde Stanley Melba Ore Chico Relli Ore SYDNEY Tivoli (23)

Les Marthys
Les Marvels
Con Les Marvels
Con Les Marvels
Lei Les Ter
Palce (5) 23
Jimmy O'Dea
Maureen Porter
Maureen Porter
Storr Bros
N & B Bridges
N & B Bridges
N & B Bridges
Live Ros & A
Danny (O'Darr
Joan Rhouse
Keefe Bros & A
Danny (O'Darr
Joan Rhouse
Live Ros & A
Live Ros

Adami
2 Paristennes
LIVERPOOL
Empire (M) 23
Re: Dixon
McAndrews & Mills
Harry Seconthe
Laurie Watson
Sally Barnes
Les Dounos
Don Saunders
Vera Cody Pets

Don Saunders Vern Cody Pets **NEWCASTLE **Empire (M) 23 Laurel & Hardy 3 Jills Freedde Harris Co Ursala & Gus Derek Rosaire & T Kayes Pekes Roy & Ray Yolandas Ray Alan

Yolandas Ray Alan MOTTINGHAM Empire (M) 23 Bunty St Clare Anne Shekon Richman & Jackson Nat Jackley Co Dunn & Gram 5 Skyliners

Jackie Ross
PORTSMOUTH
Royal (M) 23
Leon Cortez
Doreen Harris
Nat Gonella

Tivoll (23)

Retty Delver
Walton & O'Rourke.
Chevalier Bros
Jimae Co
Gene Jimae
Norman Vanghan
Joey Port
Bubs McKinnon
Peter
Dorothy Hall
Derothy Hall
Adorables
Adorables Hotel Plaza
Collette Mars
Ted Straeter Orc
Hotel Roosevelt
Guy Lomhardo Orc

Hotel Roberell
Guy Lombardo Orc.
Hotel St Regis
R Courtwright
Silt Shaw Ore
Horne Diaz Ore
Hotel SherryNetherland
Inliana Larson
Lester Lainin Ore
Jan Hennesstatier
Ruas Morgan Ore
Hotel Taff
Vincent Loper Ore
Latin Guerier
Franklin & Lane
Jackie Bright
Ross & La Pierre
Ross At Waner Ore
B Harlowe Ore
B Harlowe Ore
La Vie En Rose
Nat King Cole
Dick Shame Cole
Di

Johnny Morris Ore Versallies
Nice To See You'
Georgie Kase
Ray DeWitt
Don Liberto
Al Norman
Dorothy Keller
Patil Ross
Linda Lombard
Earhara Stewart
Earhara Stewart
Salvatore Goo Ore
Village Barn
Lackie Jav
Divid Bight
Cellist Graham Ore
Village Vanguad
Stewart
Salvatore Goo Ore
Village Barn
Leckie Jav
Divid Bight
Cellist Graham Ore
Village Vanguad
Stewart
Stewart
Salvatore Goo
List Graham Ore
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Salvatore Goo
List Graham Ore
Village Vanguad
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Salvatore
List Graham Ore
Village Vanguad
Stewart
Stewart
Salvatore
Widorf-Astoria
Estellia
Robert Maxwell
N Brandwanne Ore
Mis ha Burr Ore
AGO CHICAGO

Blue Angel
Tany Homan
House Month
Tourist House
Lake Danols
Bob WeDvek Trio
Black Orchid
Kave Ballard
Hot Morrissev
Ken Sweet Trio
Chez Paree
Tany Martin
Alin Kinst
Britan Farnon Dre
Conzad Hilton Hot'l
Elicen Carroll
Margie Lee
Seitz E Loichinger
Stid Krofit
Kodell

Marileich &
- Peterson
Dick Satter
Bick Sa LOS ANGELES Hal Derwin Orc Ciro's Johnnie Rav Dick Stabile Orc Bobby Ramos Orc Charley Foy's Maxie Rosenbloom Jumile Ames A Browne Orc

Ambassador Motel
Lena Hurne
Jerry Gray Orc
Band Box
Rose Marie
Lenny Ken
Len MIAMI-MIAMI BEACH

MIAMI-MI
Black Magic Club
Hal Winters
Lea Matthews
Jeak Kerg
Bar of Moule
Mind Laurie
Bar of Moule
Hild John Holges
Fred Thompson
Clover Club
Charlie Farrell
Del Breese
Fed Lawrie
Peggy Greer
Tony Lopez Ore
Selma Marliwe Line
Wondy Woodbury
Five O'Clock Club
Buddy Lester
Nov-Elites (d)
Carol Frohman

Len Dawson Ore
Nourlius Morei
George Bewitt
Antone & Ina
Sid Stanley Ore
Joe Harnel
Leon & Eddie's
Leon & Eddie's
Churck Fontaine
Acres O'Reilly
Green Bair Girl
Jackie Gordon
Harnel
Leon & Eddie's
Charlotte Waters
Bail Gray
Raiph Gibert
Sans Souc Hotel
Arne Barnett
Sacaras Ore
Ann Herman Ders
Saxony Hotel
Tann Crowley
Tann Crowl LAS VEGAS, NEVADA

RENO, NEVADA Mapes Skyroom

Golden Girls
Sterling Young Orc
Fiverside
Olsen & Johnson
Beverlee Dennis
June Johnson
Beachcombers & N
Marty May
Riverside Starlets
Bill Chifford Orc mapes Skyroom
The Continentals
Johnny O'Brien
Mapes Skylettes
E Fitzpatrick Orc
New Golden
Joyce Bryant
Don Cummings
Rolling Robinsons

HAVANA

Montmartre
Ernusto Montho
Matilde Camejo
Four Vargas
S Calero & R Diaz
Nancy & Holando
Holonis Puertas
Ray Carson
A Alonso Ballet
E Antunez Orq
C'an de la Pluya O
Olga Chaviano
Walter Nick
Juliet & Sandor
America Grespo
America Grespo
Ling Chaviano
Ling

Xiomara Alfaro Helena & Hector Cachia Fernando Valencia R Ortega Orq C Rodriguez Orq Tropicana

Los Xey

Mano Lopez l'aulina Alvare Rudolfo Borges Marcel Defour Romeros a Marcel Defour Romeros Elia Valladares Miguel Chekis Jorge Martinez Bobby de Argas A Romeu Orq Senen Suarez Orq

Unit Review

Ladies of Melody (ONE-TWO, TORONTO)

Toronto, Nov. 16.

Dave Apollon production, with
Jeanne Ross, Dorothy King, Rebecca Lynch, Marilyn McGaughy. Jeanne Phillips, Susanne Johnstone, Adriane. Arrangements, Gleb Yellin; \$3.50 minimum.

His first nitery unit production, Dave Apollon's "Ladies of Melody" was booked into the Club One-Two sight unseen for a fortnight but/ on initial success, seven-girl troupe was immediately inked on a new eight-week pact at town's top posh nitery at hefty minimum per person. It's first of some 20 all-girl units assembled by Apollon for forthcoming non-theatre but nitery dates only.

Following four weeks' rehearsal, first unit to get underway is strong on ensemble and class appeal, with ialent, looks and wardrobe socko. Four of the femme septet are Juiliard grads. Apollon disappointing, y makes no stage appearance, despite customer requests from those who know his act, but he insists he will stay in the production background. Arrangements are by Gleb Yellin. Terrific, costly gown designs are credited to Ann Young ladies. "discovered" by Dave Apollon range from campus

Young ladies, "discovered"

Yordi.

Young ladies, "discovered" by Dave Apollon, range from campus to concert hall, with class predominant throughout on deportment and delivery. Initial package includes Jeanne Ross, planist; Dorothy King, Rebecca Lynch, Marilyn McGaughy, Jeanne Philips, violinists; Susanne Johnstone, harpist, and Adriane, zither. Miss Phillips and Adriane, zither. Miss Phillips and Adriane, to tall blondes, double in vocals. All lroupe members are tops on ensemble work and solo stepouts. All lave current background in symphony, radio and television.

Intro has the girls neatly in "Hora Staccato"; a Victor Herbert medley: Adriane in her vocalizing of the "Moulin Rouge" theme, with zither, and violin background; a "South Pacific" blend, topped by "Bail-Hi" and "One Enchanted Evening"; a Gersliwin medley, and a terrific finale of "Autumn Leaves" and Enesco's "Rumanian Rhapsody." On ensemble work and solos, "Ladies of Melody" were over to ovations on opening night on talent, looks and wardrobe; hence that upped contract from two to eight weeks. Looks like Apollon has struck a gold streak in his new nitery venture.

McStay.

Charity Leadership __ Continued from page 3 =

mount Theatres, is continuing his active role at the helm of the United Palsy Assns.

United Palsy Assns.

Skouras and Charles Boasberg, general sales manager of RKO, are co-chairmen of the amusements division of the Greater N. Y. Councils of Boy Scouts' 1954 fund campaign. Leon J. Bamberger, RKO's exhibitor contact, who is head of the producer-distributor end of the drive, at the past weekend announced various group and company sub-chairmen. They are: John Michelson Allied

Show Biz Books

to a shocking extent.

One of the tragedies of this situation lies in the fact that such books, no matter how meritorlous, often attain no more than a single printing. The volumes are carefully preserved by libraries and private collectors. Almost every tome in this category is valued from a reference angle. Scanning want-lists, and studying omissions in the catalogs of out-of-print dealers who specialize in books on the entertainment arts, indicate the degree and the importance of the constant search for these books, even a short time after they have vanished from the stalls of new-bookdealers. bookdealers.

In view of these facts, it would seem that publishers should be aware of an obligation to future readers and researchers as well as to current purchasers. Showmanto current purchasers. Showman-ship which brings better sales for new books is certainly commend-able; but if standards of publishing and the public trust in the ac-curacy of the printed page are to be maintained, it is mandatory for publishers to demonstrate more respect for material worthy of their colophons.

their colophons.

Many A merican publishing houses have envlable records, some dating more than a century. It is a sad commentary on the present dilemma of publishers bidding feverishly in the current market to see honored establishments rushing into print with books which, in many respects, are as faulty as garments with poorlystitched seams or tinware that leaks at the corners.

By now, it would seem almost

By now, it would seem almost impossible to incorrectly print the names of Katharine Cornell and Fredric March, to cite two players who continue to suffer careless attention from contemporary publishers.

tention from contemporary publishers.

One is startled to find such a
valuable book as Lloyd Morris'
"Curtain Time" (Random House)
not only erring in Miss Cornell's
direction, but also failing with
such entries as Lynn Fontanne,
Lawrence Langner, Sidney Kingsley, Julie Haydon, Laurence Stallings, Margalo Gillmore, Sidney
Blackmer, Lillie Langtry, Fanny
Brice and "Amphitryon." (Lest
there is needless correspondence
on Lillie Langtry, that is it in her
original billing, her autographs,
and her autobiography, "The Days
That I Knew" (Doran; 1925). The
paraphrase play on her name and
'the Jersey Lily' perverted Lillie
to 'Lily' Langtry with such frequency of error as to make it look
official.)

More Hazardous Names

official.)

More Hazardous Names

Henry Holt, another eminent
firm, has issued "Sardi's" without
regard for the proper spelling of
the names of Elisabeth Bergner,
John Devereaux, Morris Gest, Eddie Dimond, Frank Gilmore,
Walter Huston, Ralph and Thomas
Ince. Langner, Bonn Walter Huston, Ralph and Thomas Ince, Lawrence Langner, Benn Levy, Margaret Phillips, Barry Thomson, Vesta Tilley and Bayard Veiller, among others. This book also credits Francis Wilson for Frank Bacon's role in "Lightnin." Even in Joe Laurie, Jr.'s authoritative "Vaudeville," from the same company, there are errors, not the least disturbing of which is reference to Henry Dixie (Dixey).

Putnam's has printed Adolph Zukor's autobiography, "The Public Is Never Wrong," with wrongos that contort the names of Jimmle Fidler, Cardinal Hayes, Lillie Langtry, Fredric March and Van Heffin.

Fidler, Langtry Heflin.

Heffin.

Harper's, in Deems Taylor's book about Rodgers & Hammerstein, "Some Enhanted, Evenings," indexes Mr. Crouse as "Russell," misspells the names of Joseph Littau, Douglass Montgomery and David Selznick; and toys with upper-and lower-case V's in behalf of John van Druten. Dodd, Mead is guilty of similar indifference toward this playwright in its new "Best Plays" book, and the de Milles and Brandon de Wilde are treated to a variety of capitalization in almost every volume in which they are mentioned.

Bernard Sobel's "Broadway Bally Ekstine
Myron Cohen
Chas Nelson
Chas Nelson
Chas Nelson
Chas Nelson
Chas Nelson
Commits of Boy Scouts' 1954 fund
Campaign. Leon J. Bamberger,
Tommy Cohne
Dolores Gray
Gene Baylos
Gene Baylos
Salaren Docts
See Davidson Orc
Salaren Docts
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See Davidson Orc
Salaren Merc
Ger Davis
Sparky Kaye
Liss Storr
Salaren Docts
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Liss Storr
Salaren Docts
Sparky Kaye
Liss Storr
Salaren Docts
Sparky Kaye
Liss Storr
Liss Holder N. Y. Some Enhance of Joseph
Liss Holder N. L. Cinnens, Missen List Docub

pages of most of these new books varro and Hendrik Willem van Loon. New Directions mispring the title of Donald Windham's play, "The Starless Air," in an editor's note to Tennessee Williams' "Camino Real." Even the usually impeccable house of Knopf has permitted George Jean Na-than's "The Theatre of the Flithes" to slip into prirt with Agnes Moorhead's name misspelled. Names the Stock in Trade

It is perhaps unfair to select these examples without compiling a complete list of recent publish. ing errata. Although it may be human to err and divine to forgive, it should be remembered that proper names in show business are the professional trademarks of, including the professional trademarks of, including the professional trademarks of the principal stock-in-trade. Titles and dates are equally important to writers, composers and showmen.

If presenting books about If presenting books about the amusement scene is considered financially sound, isn't accuracy also a prime responsibility? It is difficult to imagine books in other technical fields—in medicine, law, or agriculture, for instance—appearing with so many flagrant flaws.

flaws.

Lest the premise of this article be viewed as a tempest in a teapot, it is suggested that publishers check their reactions to misapplication of their own names, of which they are justly proud. Without baiting special culprits, suppose definitive works about publishing were to deal with the achievements of Surf, Dowd and Kopf!

To their credit, most publishers and authors are horrified when they discover that their slips are showing. But by that time, alas, it is usually too late. The cost of correction, even if further editions of a given work are forthcoming, is prohibitive. So the errata stand, to permanent injury and confusion.

to permanent injury and confusion.

One author recently sighed over the mistakes in his new factual book about the stage, comforting himself with the thought that probably "no book is ever totally free of errors." His attention, respectfully, is directed to the 15 volumes of the late George C. D. Odell, "Annals of the New York Stage," published by Columbia University Press. Indeed, authors and publishers might well be supplied with fine-tooth combs and set to work on this exemplary series, asked to search for virtually non-existent errors by way of doing penance for their own negligence.

A few seasons ago, another au-

A few seasons ago, another author and his distinguished publisher defended a theatre book that was replete with mistakes by reporting that the author was abroad when the galleys were ready for examination, and by stating that the firm's "regular theatrical proof-reader" (a stock actress) was out of town! of town!

Recent trade editions happily ee of errata are Marchette hute's "Ben Jonson of Westmin-er" (Dutton), and "The Oliviers" Chute's er" (Dutton), and "The Oliv Felix Barker (Lippincott),

by Felix Barker (Lippincott).

Perhaps proofreading books of a specialized nature offers a problem and an expense difficult to meet. If this is true, it might be well if publishers were to inaugurate and to support a central bureau of show-world information to which manuscripts and galleys could be submitted for proper checking. Apparently, the great theatre collections (inevitably "thanked" in authors' forewords) are insufficient. Obviously, it is too much trouble to check the files of The Playbill and trade unions for correct information. Evidently, in some cases, even the New York telephone directory proves 100 much of a challenge.

It is good for the entertainment

Cabaret Bills

NEW YORK CITY

Basin Sireet
Lilly Christine
Jana Mason
Step Bros
Phil Napoleon
Jose Melis Trio
Billy Taylor Trio
Billy Taylor Trio
Dw Blue Angel
Dw Date Angel
Dw Date Angel
Dw Dodetta Fellous
Harry Snow
Bart Howard
Jimmy Lyons Trio

Desert Inn
"Minsky's Follies"
Paul Gilber Teal
De la Rosa 5
Donn Arden Duers
Carlton Hases Ore
Carters Educ Skrivanek's 6
Frankon Biolev
El Rondo Vegas
G & S Matchae
Corb's
Corb's
Corp. Services
Greby's
Greby's
Greby's
Greby's

El Rencho Vegas
G & S MarRae
Zerby's
Dot Dee Dners
Blob Ellis Gre
Bludde, Flancket
Bludde, Flancket
Bludde, Flancket
Bludde, Flancket
Bludde, Flancket
Lancers
Ganjou Bros & J
Barbara Perry
S Felix Frod Orc
Last Frontier
Patachou
Blob Williams
Amin Bros
Jean Deviden
Bob Millams
Jean Deviden
J Maile Cordamen

A Browne Orc
Mocambo
Eartha Kitt
E Oliver Ore
Statler Hotel
Dorothy Shay
Martez & Lucia
Ted Weems Orc

S IT END OR BEGINNING?

Cancellations Marking Bleak Mpls. Season; Booking Lookout Is Dim NEW TOUR SETUPS

Minneapolis, Nov. 24.
Experiencing its worst season ever from the lack of bookings standpoint, the local Lyceum actually has had more cancellations than attractions. Having started in August, season already is four months old, but there have been only two offerings—"Maid of the Ozarks" for a fortnight and "Pal Joey" for five nights. Cancellations thus far number four—"Time of the Cuckoo," "Love of Four Colonels," "Misalliance" and "Dial Mor Murder"—for various reasons.

Paradoxically, the Theatre Guild subscription season calls for seven offerings, the most it ever has promised. Currently, however, there's only one definite future booking—"Time Out For Ginger," New Year's week. One of the two shows that already played here, "Pal Joey," was listed as a subscription season attraction, although at no price discount for sebscribers. That leaves the Guild with six more to furnish. Lyceum manager Jimmy Nederlander was in N. Y. last week, but his search for additional bookings was fruitless.

Both of the two attractions that played this season did profitable business. For a fortnight, the inexpensively-geared "Maid in the Ozarks" copped just under \$20,000, while in five nights "Pal Joey" grabbed \$30,000.

Rude Don Jose (Walked Out Without Stabbing Carmen) Gets Notice

Chicago, Nov. 24.

The calm after the storm has settled over the New York City Opera Co, here this week after one of the most turbulent performances of "Carmen" in the long history of Bizet's opera.

formances of "Carmen" in the long history of Bizet's opera. The "tensions" of the City Opera cast came to a public climax Thursday night 119) at the Civic Opera House when tenor David Poleri, singing the Don Jose role, suddently shouted a "finish it yourself" adieu in English) to conductor-artistic director Joseph Rosenstock, dropped his dagger and stalked off the stage. The tenor's sudden departure occurred during the opera's final scene just as he was supposed to stab Carmen, played by Gloria Lane. Thinking fast, Miss Lane improvised the tenor-less, daggerless stabbing and went into her collapse. Company member Walter Fredericks, who happened to be seated out front, dashed up to the wings and picked up the tenor part from there until the final curtain a few minutes later.

Subsequently, Poleri blamed the blowup on a combination of bursitis and "great emotional tension," 'Continued on page 72)

Umaha Miffed at U.'s 'Exclusive' on 'Caine'

Omaha, Nov. 24.

Booking of "Caine Mutlny Court
Martial" for Lincoln last week
19 created a minor LincolnOmaha tiff. Original ads of the
booker, U. of Nebraska Student
Union, played up the fact it would
be the only state date for the
Menry Fonda-John Hodiak-Lloyd
Nolan troupe.

the the only state date for the thenry Fonda-John Hodiak-Lloyd Molan troupe.

Omahans, who baven't had a legit show in this season and probably worft get more than one or too, immediately beefed, especially since Fonda is a former cmahan. In answer, Bill Miskell, chief of the local Tri-States office, and the same show would be in Omaha next spring.

Lincoln Immediately became aroused and contacted New York-Informed it would be another cast to "Caine" at Omaha, it retaliated with large ads in an Omaha paper Sating, "Positively no appearance Seduled in Omaha for this compensation."

Problems of Touring

Problems of Touring

Reading. Nov. 24.

Two camels here with the Black Hills Passion Play at the Rajah Theatre caused a bit to fo commotion and gave the troupe extra publicity in its seven-day stay.

The local papers played up the plight of the camels in finding quarters for them. It was noted that it might be the first time a camel ever walked a mile for a man, since the closest stables were at the Reading Fairgrounds. Later a woman near the theatre offered her garage.

Equity Counsel Narrowed to 2

The Actors Equity council was unable to decide yesterday (Tues.) on the selection of a successor to Rebecca Brownstein as union attorney. Final choice narrowed down, however, to Sidney Cohn and Godfrey Schmidt. Effort will be made to decide between the two at next Tuesday's (1) meeting.

whil be made to decide between the two at next Tuesday's (1) meeting.

The quartet of names, narrowed from several dozen candidates for the assignment, included A. Frank Reel, of the Silverstone & Rosenthal law firm; Sidney Cohn, of Boudin, Cohn & Glickstein; Godfrey Schmidt, of Schmidt, Egan & Murray, and George J. Mintzer. Preliminary screening was done by a committee headed by Maurice Evans, with Lee Tracy sitting in recently as chairman while Evans has been devoting his non-legit time to a forthcoming television show.

Reel, until recently executive-secretary of the New York local of the American Federation of Television & Radio Artists, an affiliate of Equity, has reportedly had the support of the Equity executive staff and some council members. However, Equity president Ralph Bellamy is understood to have opposed him because of his tactles in behalf of AFTRA in a couple of former jurisdictional disputes with Equity.

Cohn and Schmidt reportedly had strong support and opposition (Continued on page 72)

By NED ARMSTRONG

Boston, Nov. 24.

Road managers are asking: is it the end or the heginning?

This promises to be one of the worst in years in legit. Few shows are out, and of these, only a few are touring profitably.

Is this where it all comes to a stop, managers wonder, or is this the last gasp before some new vital force comes into show husiness to stimulate the national theatre?

Two very big facts stand out— (1) the staggeringly high costs in-volved in touring are such that all the old methods seem out of date, and (2) a primary checkmark in-dicates that something new is in the offing in the consistent success of every attraction placed on tour by Paul Gregory, the no-scenery, Hollywood-star impresario.

"John Brown's Body" came to Boston with a few boxes, a manager's traveling case, and a bieyele for Tyrone Power. This is the show that does \$35,000 weeks, and opened in Washington with a \$22,000 advance sale for a seven-day seminar.

opened in Washington with a \$22, 000 advance sale for a seven-day seminar.

Although certainly not in a comparable artistic vein, but definitely on the same right side of the ledger, are John Kenley's "Maid In the Ozarks," now in its second profitable touring year, and "Good Nite Ladies," the Jules Pfeiffer suitcase success. These shows travel like wind-blown pollen, and have operating nuts which make \$10,000 weeks profitable.

And in between, this year, as last and the year before, lie a confused disordered dozen touring attractions lost in the claptrap of prohibitive railroading, trucking, handling, theatre percentages and advertising costs.

On top of all this, and now entirely apparent to road managers, is the stark reality that Broadway has almost ceased producing nonmusicals able to tour the nation's show citles.

Yesterday's Thinking

Some managers feel keenly that the theatre is sick from yesterday's

the theatre is sick from yesseriony a thinking.

Custom and habit governing the curring of shows 10 years ago are simply outmoded today. Since no action is being taken to correct the situation, the problem is at last bringing the show-on-tour to a stifling finale. These managers argue that if a comprehensive re-

(Continued on page 71)

ROAD MGRS. STUDY 25G Average in Tour Grosses Not Good **Enough to Carry 'Colonels' on Road**

Happy Returns

John Kerr, featured juvenile lead of "Tea and Sympathy." was given a backstage party at the Barrymore Theatre, N.Y., recently to mark his 25th birthday. As a present, the Playwrights Co. and Mary K. Frank' the show's producers.

Frank, the shows producers, gave him a \$100 raise.
Under his contract he'd been slated to get a \$50 hoost next February.

3-Way N. J.-Penn. **Tent Deal Mapped**

Allentown, Pa., Nov. 24. music circus similar to that offered in Lambertville, N.J., is being planned for Allentown next summer. Manuel Davis, owner of the Neptune Music Circus in Asbury Park, has announced that he will erect a tent at Dorney Park here at a cost of \$60,000.

the also announced that he will form a circuit to Include Asbury Park. Atlantic City and Allen-town, for presentation of musical comedies, with the same company playing one week in each city.

playing one week in each city.

Work has already started at
Dorney Park on a bowl where the
tent is to be put up. Plans call for
a 1.500-seater and an orchestra pit.
While Allentown is about 50 miles
from Lambertville, that setup has
been drawing a good many patrons from this city.

Three More Seasons Of Shakespeare for Antioch

Yellow Springs, O., Nov. 24.
With two seasons of Shakespeare under its belt, Antioch Area Theatre is going the whole way and scheduling three more summers of "Shakespeare" Under the Stars," aiming to present the entire sequence of the Bard's play.

In two seasons, Antioch has produced the Chronicle plays and the entire Greco-Roman cycle. There are 21 Shakespearean works left to do. says Arthur Lithgow, director of the summer theatre, Inchiding "The Two Noble Kinsmen."

How excessive operating costs are bankrupting touring shows is demonstrated by "The Love of Four Colonels," Rex Harrison-Lilb Palmer costarrer which folded Nex, 21 in Washington The Theater Guild-Aldrich & Myers production needed about \$25,000 to get by, so although it grossed a total of \$91,845 for its first four and a half weeks on the road, it lost \$12,341 for the period.

Assuming that the Peter Ustiney comedy broke approximately even for its final two weeks, when it grossed \$25,000 and \$25,400, respectively, at the National, Washington, the only other loss was an estimated \$3,500 closing expense. Since the production represented a deficit of \$31,340 up to that point, the final loss is figured to have come to around \$35,000 on the \$80,000 investment.

"Colonels," a substantial hit in Ludon, involved \$66,597 production cost in the U.S, less \$5,098 ityont profit. At one joint during its Broadway run last season it had recouped its entire onlay and barried \$3,809 profit. However, losses on the final two weeks on the final two weeks on Broadway, this closing expenses, left it \$6,362 in the red at the end of the season.

Preliminary tour expenses were \$12,737, to which was added the

of the season.

Preliminary tour expenses were \$12,737, to which was added the \$12,341 operating deficit for the engagements in Hershey; Pa. split-vcek). Pittsburgh, Detroit (two weeks) and Toronto, less \$100 incidental income. Since \$50,000 of the investment has been returned to the backers, the estimated \$35,000 loss includes about \$5,000 deficit. Legally, the backers could presumably be assessed for that, but it's assumed the Guild and Alorich & Myers will pay it, as Is wend practice in such cases.

Accountant's statement for the

Accountant's statement for the period ended Oct 31 shows a couple of minsual wrinkles, incidentally, One is that the precise amount of the investment was \$79,999.99 and that the actual return to the backers was \$49,999.99. The other is that, as of Oct 31,\$12,031 was due the Harrisons in initial valaries. Previous statements indicated that the stars were getting a total of 17½% of the gross, but the latest statement reveals that the shars was reduced to an indicated of the gross, but the share was reduced to an indicated of 17½% of the gross, but the share was reduced to an indicated of 17½% of the gross, but the share was reduced to an indicated of 17½% of the gross, but the share was reduced to an indicated of 17½% of the gross, but the share was reduced to an indicated of 17½% of the gross, but the share was reduced to an indicated of 17½% of the gross, but the latest statement reveals that

Birmingham Gets Second Legit Setup Via Weekend Try of Town's Art House

Birmingham, Nov. 24.

The Avon, city's only art house, has extended its stage and fried legit show last weekend with the Barter Theatre productions of "An Wilderness," at matinee and evening performances Friday (20), and two performances of "George and Margaret" Saturday (21).

The idea is an experiment by manager Bob Dillon, who tried his theatre for an experimental legit production last summer. Experimental production was so successful that he inked Barter Theatre and enlarged his stage.

This gives Birmingham a second

and enlarged his stage.

This gives Birmingham a second legit house. The Avon seats 500 while "the Temple, where most roadshows play, seats 3,000. The Anditorium seats 5,200 and is used for large concerts, "John Brown's Body," on the Artists Concert series in January, as the only legit show to play the Aud, this year, while "Guss and Dolls" has played the Temple and "Oklahoma" is booked for a week in December.

Getting a hooking at the South-

booked for a week in Deceinber.
Getting a booking at the Southside art house is a boost for Barter
Theatre, which had played under
college sponsorship here in the
last few years and had trouble getting these dates. Last year Barter
couldn't even get a Birmingham
booking. The Avon gave Barter
considerable newspaper ad linage
and a promotional buildup comparable to regular road-hogs.

OUT SOON!

48th Anniversary Number



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NEW YORK 36 154 W. 44th St. HOLLYWOOD 28

CHICAGO 11 612 N. Michigan Ave. LONDON, W. C. 2 Trafalgar Square

will star in "High Named Today."
Special course in summer theatre operation and management is being offered by the Professional Training Program of the American Theatre Wing again this year, with Richard Skinner, vet barn manager, conducting the proceedings. "Singing is a Business," new Wings course, will begin Dec. 7, under supervision of Arthur Hanna, Basic training make up the first three sessions, with Kathryne Owens on musicianship, Fanny Bradshaw on speech for singers, and Helen Tamiris on movement and body control.

shaw on speech for singers, and Helen Tamiris on movement and hody control.

Beatrie Lillie was III and missed a performance of her touring musical last Tuesday night (17) in Pittsburgh Janet Blair (eportedly gets a straight \$1,500 a week as femme lead of "A Girl Can Tell." with a clause in the contract calling for her husband, Niek Mayo, to be stage manager "The Remarkable Mr. Pennypacker" is the new title of the Liam O'Brien comedy previously called "The Family Man" Rights to "The Bride Cried," by Mae Cooper and Grace Klein, are held by director David Alexander, who is negotiating with Donald Wolin and Harold Schiff, among others, to produce the play on Broadway Claude Rains starts rehearsals of T. S. Eliot's "The Confidential Clerk" with Ina Claire, on the day following the last engagement of his tour of 46 performances in his one-man show, "Words with Music," at Cornell U., Dec. 14.

Audrey Hepburn and Mel Ferrewill star in Maurice Valency's

Dec. 14.
Audrey Hepburn and Mel Ferrer
will star in Maurice Valency's
adaptation of Jean Giraudoux's
'Ondine,' which the Playwrights'
Co. will put into production late in
December under Aifred Lun's direction. Play is skedded for the
46th St. Theatre, N.Y., in February
Peter B. Zeisler and James Awe
will be production, coordinator
and stage modern coordinator

46th St. Theatre N.Y., in February

Peter B. Zeisier and James Awe
will be production coordinator
and stage manager, respectively,
for 'llis and Hers, currently in
rehearsal Calder Willingham is
currently in Atlanta, working on a
new play Anna Sosenko has acquired exclusive public performance rights to Gerard Hopkins'
translation from the French of
Andre Maurois' biography of
George Sand, 'Lefia,' which she
plans to produce in a concertized
version in association with her
company, Trimmph Productions.

"Silk Stockings" is the new title
for the forthcoming Feur & Martin
nusical based on "Ninotehka,"
which is slated to begin a fourweek out-of-town run at the Shuwhich is slated to begin a fourweek out-of-town run at the Shubert, Philly, Sept. 13. Edna Best
will be costarred with Julie Harris,
in "Mademoiselle Colombe," which
went into rehearsal Monday (23)
under Harold Clurmar's direction
Lew Vonharden's version of
"Arden of Feversham" will preem
at the Carawan Theatre, N.Y., Jan.
25.

"The Gimmick," by actor Joseph

Lew Vonharden's version of "Arden of Feversham" will preem at the Caravan Theatre, N.Y., Jan. 25.

"The Gimmick," by actor Joseph Julian, is slated for production early next year by Norman Rose, currently appearing on Broadway in "The Fifth Season," and Peter Capell, who assisted Rex Hartison in the direction of the touring company of "The Love of Four Colonels". The George Abbott-Richard Bissell musical adaptation of the Geary or Alcazar.

offector of drama at Lincoln in 1951.

Playwrights Co. moves next weekend from Rockefeller Center, N. Y., to the Gayety Theatre Bidg., N. Y., under the same roof with Producers' Theatre, Inc., with which it is affiliated., Bill Fields, pressagent for the Playwrights Co. ("Tea and Sympathy" and "Sabrina Fair") and Aldrich & Myers "Dear Charles" and "Fancy Dancer"), leaves today for two-week vacation in Sarasota and Havana... Whatever became of Rose Frankers?

Jesse James' Getting Big Ohio Radio-TV Buildup **Due to Its Crosley Tiein**

For the first time in local history a legit show is using radio and tele in an allout exploitation campaign. Crosley Broacasting Corp., owner of Cincinnati's clearchannel WLW, besides a string of television stations (Cincinnati, Dayton, Columbus and Atlanta) is a heavy bankroller in a revival of "Little Jesse James," the 1923 musical farce. Crosley is throwing its full promotional weight into the show both in Cincinnati, where the show preems, and Columbus.

its full promotional weight into the show both in Cincinnati, where the show preems, and Columbus, using radio and TV spots, providing space for rehearsals in its Cincinnati studios, preparing rehearsal shots for TV spots, interviewing cast and crew and running off a contest to choose an understudy for the ingenue.

The original Harlan Thompson script has been reworked into a modern version by the author. Terry Turner and Hal Oliver are co-producers. New lyrics have been written by Gladys Shelley and Thompson and a new score has been provided by Harry Archer, who composed the original songs. "I Love You" is the only song retained from the original production.

"Jessie," which has been rehearsing in New York and is in firal rehearsal at Olympus Studios of WLW-TV in Cincinnati, opens in the Queen City Nov. 39 and starts a week's run here on Dec. Musical will go on to Baltimore and is slated for other tryout bookings before going into New York.

Mimi Kelly, daughter of Paul Kelly, is featured in the title role.

out bookings before going into New York.

Miml Kelly, daughter of Paul Kelly, is featured in the title role.
Others in the cast are Jack Mann,
Ruth Gillette, Dave Maller, Mit-chell Gregg, Sara Flovd, Beverly
MacFadden, Libby Dean, Jack
Davis and Alan North, Robert C,
Jarvis is directing and Edward
Noll is choreographer, A. A. Os-trander Is set designer, and George
Bockman costume designer.

'Faces' Bringing Relief To Frisco Legit Drought

Harrison's Pic Stint Nixes 'Charles' Staging

Next legit assignment for Rex Harrison and Lilli Palmer, who closed on the road recently in "The Love of Four Coloneis," will be "Bell, Book and Candle" in London next August. They played the John van Druten comedy originally on Broadway during the 1950-51 sea-

Couple left yesterday (Tues.) for Hollywood, where Harrison will star in "The Talisman" for Warners. They'll then go to London for him to appear in "Marriage a la Mode" for Aiexander Korda.

The actor was sought to stage the The actor was sought to stage the forthcoming Broadway production of "Dear Charles," to star Annabella. He says he would have liked to do it, but the "Tailsman" commitment prevented.

Theodore Moves to N.Y.'s Uptown With Weirdie One-Man Recital Show

After a lengthy run in New York's Greenwich Viliage at the Circle-in-the-Square and the Cherry Lane Theatre, Theodore has moved his one-man show uptown to the Carnegie Recitai Hall. Solo performer, whose matgriai and makeup are patterned along the lines of a Charles Addams carbon, goes on every Saturday from midnight to 2 a.m. Drawing the humor out of a macabre stories, Theodore delivers a neat two-hour presentation that's good for a strong quota of yocks.

There are times when he goes a

hour presentation that's good for a strong quota of yocks.

There are times when he goes a little overboard on his gesticulating, but on the whole his characterizations and vocal inflections blend perfectly with the eeric nature of the tales he delivers. Stories related touch on such fanciful subjects as a family that prospered on an oil product made from the remains of burned dogs and babies, and a guy who has himself delivered to his girlfriend by a taxidermist on the pretext that he was stuffed after doing himself in. Other yarns include a weirdie about a centipede and a toad.

Ghoulish humor is generally adult and with proper pruning could do for niteries. A potent bit for laughs are the biting remarks tossed off by the soloist at seatholders. Intime character of the Recital Hall falls right in line with the flavor of the offering. Larger quarters would undoubted by cut into presentation's effectiveness.

Revival of 'Pyramelian'

Revival of 'Pygmalion' In London Set for Run

In London Set for Run
London, Nov. 24.
A revivai of George Bernard
Shaw's "Pygmalion," with John
Clements and Kay Hammond in
the starring roles, was the only
newcomer in the West End legit
last weck. Presented by Clements
for Associated Artists, Ltd., it
preemed at the St. James last
Thursday (19).
Production is elegantly staged.
In addition to excellent starring
performances, there are fine characterizations by the cast, notably
by Nicholas Hannen, Athene Seyler and Charies Victor. The last
named cops top honors for his.interpretation of Alfred Doolittle,
Play is smoothly directed by
Clements. Despite a mixed press,
this looks a safe proposition.

British Novelist Eyes N. Y. Musical Adaptation

N. Y. Musical Adaptation
London, Nov. 24.
Richard Kayne, whose first
value of the control of the

No Biz Like Free Show Biz

Washington, Nov. 24 of special interest to legit were the comments of Richard Rodgers and Oscar Hammerstein, 2d, here last night (Mon.), at the 40th anni dinner of the Anti-Defamation League of Brais B'rith. Producer-author duo were the stagers of an hour-long teiceast, which featured top show names as taient, and which wound up with a speech by President Eisenhower, who received ADL's 1953 Democratic Legacy Award.

cratic Legacy Award.

Just prior to the award to Ike, Rodgers & Hammerstein came on to pay the following respects to legit:

Rodgers: "I don't want to address anyone, just talk. Oscar and I just wanted to suggest briefly why we wanted to do this show, It was a fine chance to put the American theatre to work directly in the interest of democarcy. I think the theatre has a better right than almost any other influence in America to speak for democracy."

"We have no intellernee in the theatre see

Hammerstein: "We have no intolerance in the theatre, so we can plead for tolerance everywhere else."
"Rodgers: "In other words, our house is in order. We are at no loss in the theatre for blustering names to call each other but they're never based on color or religion."

they're never based on color or religion."

Hammerstein: "Another thing, nobody tells us what to write."

Rodgers: "The public tells us what it likes—and that's democracy for us. That's a republic in action and working."

Hammerstein: "And it isn't just the musical stage we're talking about, but those quieter theatres where words are spoken without benefit of singing and dancing."

Rodgers: "No indeed, but when we say there's 'No business like show business,' we mean show business—all of it."

The telecast show, witnessed by a live overflow audience of 1,200, including top legislators, blz and educational execs, featured Thelima Ritter, Eddle Fisher, Jane Froman, William Frawley, Vivian Vance, Desi Arnaz, Lucille Ball, Jackie Robinson, William Warfield, Ethel Merman, Helen Hayes, Walter Cronkite, Ben Grauer, Rex Harrison and Lilli Palmer.

Inside Stuff—Legit

Backers of "The Prescott Proposals," Leland Hayward's production of the Howard Lindsay-Russel Crouse comedy-drama starring Katharine Cornell, include Florence Doody, of the Cornell-McClintic office starf, representing a group of individuals, \$4,000; composer-producer Richard Rodgers, \$2,000; iyricist-producer Oscar Hammerstein, 2d, \$2,000; theatre owner-investor Howard S. Culiman, \$4,000; Peter and Kurt Remheimer, sons of theatrical attorney Howard Relnheimer, \$500 caeti, theatrical attorney Henry Jaffe, \$1,000; Wickliffe W. Crider, Kenson & Eckhart vice-prez in charge of radio-tele, \$1,000; film producer Arthur Hornblow, Jr., \$2,000; humorist Frank Sullivan, \$500; Joseph H. Hazen and Hai Wallis, film producer partners, \$1,000; Mrs. Edward Kook, wife of the Century Lighting head, \$1,000; seen designer Jo Mielziner, \$1,000; Manie Sacks, RCA-NBC vice-prez, \$2,500; Frank Folsom, RCA president, \$1,000; Mrs. Robert Sarnoff, wife of the NBC v.p. in charge of filmed tele, \$500; producer Max Gordon, \$1,000; Mrs. Henry Ford, wife of the motor exec, \$1,000; mag publisher Fleur Cowles, \$1,000; herman Bernstein, general manager of the production, \$1,000; company manager Abe Cohen, \$1,000; attorney Morris M. Schrier, representing Music Corp, of America, \$2,000.

Also, stage manager Walter Wagner, \$500; Elizabeth I. and Linda

manager Abe Cohen, \$1,000; attorney Morris M. Schrier, representing Music Corp. of America, \$2,000.

Also, stage manager Walter Wagner, \$500; Elizabeth I. and Linda Louise Berlin and Marry Ellen Barret, daughters of composer Irving Berlin, \$1,000 each; Louis A. Lotito, president of City Playhouses, Inc., and general manager of the Martin Beck Theatre, N. Y., \$1,000; tele producer Henry Morgenthau, 3d, \$500; exec-sec of Luise M. Sillcox, representing the Authors League Fund, \$1,000; Ralph W. Warren, husband of authors' agent Miriam Howeii, \$500; Mrs. Dan Golenpaul, wife of the TV producer, \$500; Edward S. Ely, husband of actress Jean Dixon, \$1,000; Marshall Jamison, Hayward's casting director, \$1,000; actress Mary Martlin and her manager-husband Richard Halliday, \$1,000 each; film producer-director Billy Wilder, \$2,000; Guthrie McClintic, Miss Cornell's director-husband, \$5,000; general manager Gertrude Macy, representing the star, \$5,000; Peggy Egbers, Lindsay's secretary, \$500; Lindsay, \$1,000; producer Alfred de Llagre, Jr., \$1,000; CBS vice-prez Daniel T. O'Shea, \$2,000; Hayward's pressagent, Leo Freedman, \$3,000; actor Robert Ross, \$500; actress Dorothy Stickney (Mrs. Lindsay), \$5,000; author-director-producer Joshua Logan, \$1,000; actress Nedda Harrigan (Mrs. Logan), \$1,000; novelist-playwright Irwin Shaw, \$1,000; actor Henry Fonda, \$1,000; and Judith Osborn, daughter of playwright Paul Osborn, \$1,000. Venture is capitalized at \$100,000, with provision for 20% overcall.

Stubs, the 1954 edition of theatre party agent Lenore Tobin's annual seating plan guide for New York theatres, was Issued last week. New version is revised to include the changed seating plus phone numbers, backstage specifications, etc. for such Broadway houses as the Coronet and Met Opera House, and adds such other New York spots as Baker Field (Columbia U.), Brooklyn Academy of Music, Jones Beach Marine Auditorium, Palace (film-vaude) and Warner (currently Cinerama). It is also expanded to cover for the first time all legit theatres in Chicago, plus tryout houses in such cities as Philly, New Haven, Hartford, Wilmington and Washington. Tab of \$1 is unchanged. Book is not only of value for drama desks, charitable groups holding theatre benefits, etc., but also for any fairly frequent showgoer.

High praise for Greer Garson and her attractive method of lecturing to university students on Shakespeare is made by a leading writer in the Daily Scotsman, Edinburgh, who says it is "difficult to think of a more inspired scheme for rejuvenating the academic way of life."

Scribe says that Miss Garson has made "as perceptible an import on the young scholars as Portia made In a certain court of law. Surely every senatus academicus in the iand must be studying her unusual approach to scholarship with the closest of interest. There is no doubt at all that If the pages of our university calendars were studded with the names of attractive actresses or motion picture stars, the pursuit of learning would bound forward. There must be many other alluring ladies of the screen who might be induced to offer their services occasionally to scholarship."

Actors Equity will collect \$3,124.80 from the late Brock Pemberton's estate unless some objection. Is registered by any of the interested parties in the estate. Such interested persons as creditors, legatees, devisees, beneficiaries and distributees were petitioned by the Chemical Bank & Trust Co., administrator of the estate, to register any objections they might have before the Surrogates' Court, N. Y., yesterday (Tues). They were also petitioned to voice any objections against the Hativy Co., producer of "Harvey," retaining a reserve of \$5,000 for possible additional income taxes and expenses.

Although Richard Aldrich and Richard Myers operate the National Theatre, Washington, with City Playhouses, Inc., their porduction of "Dear Charles" has been booked into the Shubert Theatre in that city during its out-of-town run. Play, which goes Into rehearsal Dec. 30 after five performances there, goes into the Shubert for one week beginning Jan. 4. The National, which is booked by Louis Lotto, City Playhouses prexy, has "Porgy and Bess" slated for that period.

B.O. Upbeat Continues in Windy City; 'Oklahoma' \$24,900, 'Itch' \$26,000

Chicago, Nov. 24.

Biz continued to show a slight improvement at the three lighted winds City theatres last week, with the entire complement registering

Met's Sock 120G

The Metropolitan Opera Assn. got off to a sock start last week—first stanza of its 70th season—with a rousing \$120,000 for the four-performance stretch. Season's opener Monday night (16). "Faust." at upped \$30 top, racked up \$65.336. for an alltime single-night high. Friday's (20). "Marriage of Figaro." at regular \$8 top, was an SRO \$19,085. Saturday's matinee "La Forza" wasn't a sellout, taking in \$16.651. Saturday night's "Boheme," an SRO evening, was a benefit, with estimated \$19,000 take.

"Boheme," an SRO evening, was a benefit, with estimated \$19.000 take.

If single sales hold up, Met execs estimate that this season's biz will be the best in Met history. Onera-house has the highest subscription sale ever—a little over 70% of capacity, for an amount of \$1.534.965. This figure, and the \$450 subscribers, represent new Met highs. Single ticket sales during the season will tell the rest. House has 155 more seats downstairs than before, following last summer's renovations, for new capacity of 3.620.

TWO WKS.' HURRY CALL IN COTES' 'SODOM' PACT

Peter Cotes, who will stage the David Aldrich-Anna Wiman production of "Sodom, Tennessee" on Broadway in the spring, has returned to London to make advance preparations for his own-production there of "My Aunt Daisy." His contract for "Sodom" calls for him to come to New York on two weeks notice, with a deadline of Jan. 5. He plans to present "Daisy" in the West End in the late spring with his wife, Joan Miller, as femme lead.

Cotes and his wife came to the U. S. last fall as respective director and lead of "A Pin to See the Peepshow." Whether Miss Miller accompanies him back here for the "Sodom" assignment depends on whether she's otherwise committed in London at the time.

'Dolls' Pulls in \$33,600 For Atlanta Windup

Atlanta, Nov. 24.

Factor and Dolls' racked up

I S33,600 at the Tower Thehere last week.

Factor and the Tower Thehere are the same and the same and the same

Mic Broadway edition set to tollowing its closing Saturday

'Roberts' 17G. St. Louis

St. Louis, Nov. 24.
Mister Roberts" wound up its
excek frame at the Empress
day '(22) with another good
week: grossing \$17,000 at the
d \$2.50 scale. The first frame
thed \$15,000.
Them of "Dead Pigeon." desfor a Broadway showing Declees off tonight (Tues.).

MOON' 9G. TORONTO

MOON' 96, TORONTO
Toronto. Nov. 24.
Second week of Jupiter Thear
s "Ring Round the Moon."
Ital venture on this side of the Indied the Moon."
Ital venture on this side of the Indied the In

Lillie \$19.000 for Seven In Week at Pittsburgh

Children's Hour," now Interest of the Children's Hour, "now Interest of the Children's Hour, "now Interest of the Children's Hour, Horris (2nd 38), 1,000 (Patricia Neal, Fay Interest of Sock 120G

On 4-Show Week

On 5-Show Week

On 4-Show Week

On 4-Show Week

On 5-Show Week

On 6-Show Show And something to smile about last week week in 8 seven performance.

One-wonan concert got raptur
one on account of illness, which

one on account of il

Current Road Shows

(Nov. 23-Dec. 5)

American Savoyards - National, Wash. (23-28).

American Savoyards — National, Wash. (23-28).

Caine Mutiny Court Martial Henry Fonda, John Hodiak, Lloyd Nolani (tryout) — Opera House, Chi. (23-24); Sholem Temple, Chi. (25); College Field House, Beloit, Wis. (26); Aud., Milwaukee (27); Highschool, Neenah, Wis. (28); (Reviewed in Variety, Oct. 14, 1953). Coe College Aud., Cedar Rapids (30); Anshe Emet Temple, Chi. (1); Purdue Hall of Music, Lafayette, Ind. (2); Orpheum, Springfield, Ill. (3); Highschool Aud., Decatur (4); Sinai Temple, Chi. (5) (Reviewed in Variety, Oct. 14, '53).

Children's Hour (Patricia Neal, Fay Bainter)—Harris, Chi. (23-28).

Evening With Beatrice Lillie

Evening With Beatrice Lillie (Beatrice Lillie)—Cox, Cincinnati (23-28); Shubert, Detroit (30-5).

(23-28); Shubert, Detroit (30-5).

Flameout (tryout) — Locust St., Phila. (23-28); Shubert, Wash. (30-5) (Reviewed in Variety, Nov. 18, '53).

Good Nite, Ladies — Arcadia, Witchita (27-28); Aud., Enid. Okla. (20; Convention Hall, Tulsa (3-5).

Guys and Dolls—Fords, Balto. (30-5).

(30-5). John Brown's Body (Tyrone Power, Anne Baxter, Raymond Massey)— Her Majesty's, Montreal (23-28); Stanley, Utica, N. Y. (30); Vermont Univ. Aud., Burlington (1); R.P.I. Field House, Troy, N. Y. (2); Memorial Aud., Worcester, Mass. (3); New Hampshire Univ. Aud., Durham (4); State Aud., Providence (5).

Aud., Durham (4); State Aud., Providence (5). John Murray Anderson's Al-manae (tryout) — Shubert, Boston (23-5) (Reviewed in Variety, Nov.

(23-5) (Reviewed in Vallet, 11, 153).

Kismet (Alfred Drake) (tryout)—
Shubert, Phila, (23-28) (Reviewed in Variety, Aug. 19, 153).

Losse James (tryout)—

Little Jesse James (tryout) — aft Aud., Cincinnati 30-5). Maid in the Ozarks — Aud., ochester (23-29); Globe, Bridge-

Maid in the Ozarks — Aud., Rochester (23-29); Globe, Bridge-polt (30-5).

Make Momma Happy (Molly Picon)—Walnut St., Phila. (23-5).

Misalliance — Shubert, (43-28); Selwyn, Chi (30-5).

New Faces—Curran, S. F. (1-5).

Oh Men, Oh Women Franchot Tone! (Fyout) — Shubert, New Haven (26-28); Locust, St., Phila. (3-5).

(3-5).
Oklahoma—Shubert, Chi (23-28):
Murat, Indianapolis (30-5).
Pal Joey (Hareld Lang)—Nixon.
Pitt. (23-28).
Porsy & Bess — Forrest, Phila
(30-5)

(30-5):

Prescott Proposals (Katharine Cornell) (tryout)—Colonial, Boston (23-28); National, Wash. (30-5). Reviewed in Variety. Nov. 11, 153); Seven Year Itch Eddie Bracken)—Erlanger, Chi (23-5).

South Pacific (Jeanne Bal, Webb Tilton)—Shrine Mosque, Peoria (23-28); Orpheum, Madison, Wis. (30-5).

Sumer House (Judith Anderson) tryout) — Parsons, Hartford (26-28); Wilbur, Boston (30-5).

Time Out for Ginger (Melvyn Douglas) — Cass. Detroit (23-28); Hartman, Columbus (30-2); Victory, Dayton (3-5).

Twin Beds — Court Square. Springfield (23-28); Parsons, Hartford (30-5).

'Misalliance' \$12,200;

VARIETY

Ballet Troupe 11G, D.C.

Ballet Troupe 11G, D.C.

Washington, Nov. 24

Last week was a rough one for the legit houses here. The Mia Slavenska-Frederic Frankin Balet drew nice critical comment, but racked up only \$11,000 for its one-week stand at the National. The American Savoyards moved in for a single week of Gilbert & Sullivan repertory last night (Mon.). At the Shubert, the G. B. Shaw oldie, "Misaflamee," also did well in the drama notices, but couldn't manage any better than \$12,200 at the wickets for the first half of its fortinght stand. Things look a little better, but not much, for the current week.

Cornell \$30,400, 'Body' 30G, Hub

son's Almanac " in second week at the Shubert, failed to hit the prethe Shubert, failed to hit the previous week's figure, biz along the
legit stem was fairly good. "The
Prescott Proposals," Katharine
Cornell starrer at the Colonial,
was stout in its initialer and "John
Brown's Body," in a one-weeker
at the Opera House, fared okay.
No newcomers slated for this
week with Judith Anderson, starring in "In the Summer House,"
the next entry, slated for a twoweeker at the Wilbur starting Nov.
30.

John Brown's Body, Opera House (one wk) (\$4.80; 3.000) (Tyrone jPower, Anne Baxter, Raymond Massey), Okay \$30,000, or over.

massey), Okay \$30,000, or over.

John Murray Anderson's Almanae, Shubert (3d wk) (\$4.80-\$6;
1,700). Still undergoing changes, with fairish \$25,000 for second week.

The Prescott Proposals, Colonial (1st wk) (\$4.80; 1.500) (Katharine Cornell), Hefty \$30,400; near sell-out. Final week is current.

'PAL JOEY' TALL \$34,000 IN CINCINNATI ROMP

Cincinnati, Nov. 24.

"Pal Joey." with Harold Lang
and Carol Bruce, grossed a tall
\$33,900 last week in the 2,500-seat
Taft Theatre at \$4.92 top as curtain raiser for Cincy's road show
"An Evening with the control of the control

tain raiser for Cincy's road show season.
"An Exeming With Beatrice Lillie" is in the Cox Theatre, 1.300-seater, this week. Top is \$4.31. Civic theatre group, Stage, Inc., presents "Liliom", in hilltop Alms Hotel for 11 performances starting Wednesday 125) through Dec. 5, at \$2.40.

Weakness' Good \$6,000 For 16 in Rochester

Rochester, N. Y., Nov. 24.
George Kelly's "The Fatal Weakness," with Sarah Scott in the lead, grossed a good \$6,000 for 16 performances which ended Sunday (22) at the Arena Theatre here.

122) at the Arena Theatre here.
Last night (Mon.), at an invitation preem, the local stock company celebrated its third birthday
with a production of Arnold Sundgaard's comedy, "The Kilgo Run."
starring Carol Stone. Sundgaard
assisted Miss Dorothy Chernuck in
directing the show.

Beds' 13G, New Haven

New Haven, Nov. 24.
"Twin Beds" had a profitable week at the Shubert last week on its two-for-one stand. Eight performances at \$3.60 top pulled a gross of just over \$13.000.

gross of just over \$13,000.

This week has preem on "Oh. Men! Oh. Women!" (Franchot Toner for a last half '26-28). Next booking is "John Brown's Body." due Dec. 10-12. Others set for December include breakin of "Mile. Colombe" Juhe Harris-Edna Bed. (1-17-19) and "Caine-Mutiny. Court Martial!" (Henry Fonda: (21-26).

B'way Tempo Slows, But Hits Hold; 'Cyrano' \$54,763, New Center Mark; 'Escapade' 11G for 6, Hull \$27,800

Grosses dipped on Broadway last week, with only the top entries remaining on an even keel with previous session. Musicals, which humped up the previous week, bogged down considerably, dropping over \$4 000 in two instances. "The King and I" and "South Pacific."

Pacific."

Top linke was registered by Cyrano de Bergerae," which went up \$10,300 grung the City Center a Fecord week's take of \$54,763. Sole opener last week, "Escapade," preemed Wednesday (18) to unantmous pans Over-crapacity shows we're "Can-Can," "Kind Sir," "Solid Gold Cadillae," "Tea and Sympathy," "Tealhouse of the Angust Moon" and "Wonderful Town."

Town."

This week's lone newcomer
"The Shrike," which lows at tl
City Center tonight (Wed.) for
limited run of 16 performances.

Estimates for Last Week

Estimates for Last Week
Keys: C (Comedy), D (Drama),
CD (Comedy) Drama), R (Revue),
MC (Musical Comedy), MD (Musical Drama), O (Opera).
Other parenthetic designations
refer, respectively, to top prices;
number of seats, capacity gross and
stars. Price includes 20% amosement tax, but grosses are net: i.e.,
exclusive of tax.
Can.Can. Shubert (20th wk)

Can-Can, Shubert (20th wk) MC-87 20; 1,361; \$50,160). Held at \$50,900.

\$50.900.

Cyrano de Bergerac, City Center (20, \$3.090; \$58.000) (40se Ferrer). Record gross for house, \$54.763 previous week, \$44.62); closed Sunday (22) after limited 16-performance run.

Dial M for Murder, Plymouth (56th wk) (4)-\$4.80; (1.062; \$29.815) (Maurice Evans). Over \$21.200 (previous week, \$22.700).

End as a Man. Vanderbilt (6th

End as a Man, Vanderbilt (6th wk) (D-\$4.80; 720; \$18,500) (Ben Gazzara). Nearly \$6,000 (previous week, \$6,200).

week, \$6,200).

Escapade, 48th St. (1st wk) (C-6,\$480; 925; \$23,720) (Brian Aherne, Ursula Jeans). Opened last Wednesday (18) to unanimous pans; first five performances and one preview grossed nearly \$11,500.

6,200 (previous week, 80,500). (Sif Can Tell, Royale (4th wk) (Sif-\$4,80; 1.035; \$31,000). Nearly 19,700 (previous week, \$20,000). (Gys and Polls, 46th St. (149th (kt) (MC-\$6.60). 1,139; \$39,704). (bder \$26,800 (previous week, 27,900); closing Saturday (28), to

wk) (MC-\$6 60, 1,139; \$-39,094; Under \$26,800 greevious week, \$27,900; closing Saturday (28), to tour.

Kind Sir, Alvin (3rd wk) (C-\$6-\$4,80; 1331; \$39,460) Mary Martin, Charles Boyert, Over \$39,600, with standees at all performances 'previous week, \$39,800.

King and I, St. James (139th wk) (MD-\$7,20; 1,571; \$51,717) (Yul Brynner), Over \$34,200 'previous week, \$36,600.

Ladies of the Corridor, Longacre (5th wk) (D-\$6-\$4,80; 1,044; \$26-817) (Edna Best, Betty Field Inder \$15,200 'previous week, \$15,900); closing Saturday (28), Late Love, Booth (6th wk) (C-\$6-\$4,80; 1,172; \$30,000) (Arlene Francis, Lacile Walson, Neil Hamilton, Nearly \$5,900 (previous week, \$15,200).

Me and Juliet, Majestic (26) wk) (MC-\$7,20; 1,510; \$58,000) Almost \$33,200 (previous week, \$54-500).

My 3 Angels, Morosco 37th wk) (C-\$4,80,935; \$24,252). Over \$17-100 (previous week, \$17,700.

Pienie, Muste Box (29th wk) (C-\$6,84,80,937; \$24,252).

100 *previous week: \$17 700 ... Picnic, Music Box (39th wk (CD-\$6-\$4.80, 997, \$27.534 ... Al most \$24.500 | previous week \$24

previous week, \$27,400).

South Pacific, Broadway (234) wk) (MC-\$6-\$4.80, 1990, \$44,000 (Martha Wright, George Britton Under \$23,000 (previous week \$28,000).

Take a Giant Step, Lycenm (9th wk) (1)-\$4.80, 995, \$22,845) Nearly \$10.800 (previous week, \$11,100), closing Saturday (28).

Tea and Sympathy, Barrymore 8th wk (D \$6.\$4.80; 1,060; \$28,-300; (Deborah Kerr), Approaching \$28,700 (previous week, \$28,800).

520,700 (previous week, \$28,800).

Teahouse of the August Moon, Beck (6th wk) of \$6,54.80; 1,214; \$31,681) (David Wayne, John Forsythe). Over \$31,300, with theatre party commissions still cutting into gross. (Previous week, \$31,400)

\$31,400)

Trip to Bountiful, Miller (3rd wk) (D-\$4.80; 920; \$21,586) (Lillian Gish). Nearly \$13,600 (previous week, \$13,500).

Wish You Were Here, Imperial (74th wk) (MC-\$7.20; 1.400; \$52,-080). Almost \$27,900 (previous week, \$30,400); closing Saturday (28)

Wonderful Town, Winter Gar-den (39th wk) (MC-\$7.20, 1.510; \$54,173) (Rosalind Russell). Over \$55,100 (previous week, \$55,200).

Opening This Week

Opening This Week Shrike, City Center (D \$3.60; 3.000; \$58.000 (Jose Ferrer, Judith Evelynt, N. Y. City Theatre Co, revival of Joseph Kramtu's play, opens tonight (Wed.).

'Kismet' Smash \$43,010, Philly

Philadelphia, Nov. 24
"Kismet" went into the SRO
class for the third stanza of its
stay at the Shubert. Specs reaped
a harvest and musical was strongest attraction the house has had
since "Can-Can."

since "Can-Can."

Less enthusiasm prected "Flame-Out," Alan Mowbray's concedy-drama about jet pilots in Korca, Newspaper notices were uncomplimentary and public was agained to the constitution of the properties of the control of th

24) at the Walnut

Estimates for Last Week

Flame-Out, Locuist alst week

Flame-Out, Locuist alst week

Jame-Out, Locuist alst week

Jame-Out, Locuist alst week

Jame-Out, Locuist alst week

Jame-Out, Last Week

Jame-Out, Last Week

Kismet, Shubert (3d wk) 1.870;

S5 20) Alfred Drake, Doretta Moreow. Coast operetta snowballing

to smash proportions. Lancy \$43,
010.

'PACIFIC' SOCK \$50,100 IN MICHIGAN SPLIT

First, Mich., Nov. 24.

"South Paesfie" grossed nearly
\$50,160 last week in a split engagement between the Mainicipal Auditorium, Grand Rapids, and the Mainicipal Auditorium here. The Jeanne Bal-Web Titton stairer took in a little more than \$30,200 in four performances at the former location from Monday (16) to Wednesday (18). Musical moved here Thirsday and grossed under \$19,300 in four performances, winding up Saturday (21).

"Show is current at the Shrine Mosque, Peoria.

due Dec. 10-12. Others set for December include breakin of "Mile Colombe" Julie Harris Edna Bets 4: "05-86, 1628; \$48,244. Under \$22,300, including 20% tax results and by the non-profit officing previous week, \$21,400, closing Saturday (28, to tour.

"Momma' 5G in 5, Hartf'd Hartford, Nov. 24, Gross of about \$5,000 was racked up by the Jay Julian-Hal Zeiger presentation of "Make Momma Hal Zeiger presentation of "Make Momma Happy" at the New Parsons here last Wednesday through Saturday 18, 21, 163, \$24,500.

"Hyout of Jane Bowles" in the lead Tryout of Jane Bowles" in the Summer House," with Judith Anderson, opens here tomorrow derson, opens here tomorrow (Thurs.) through Saturday (26-28).

Plays Out of Town

Thieves' Carnival

Washington, Nov. 7.
ena Stage production of comedy in
e acts by Jean Anouith, translated by
enne Hill Intrected by Lawrence
a settings. Watter Stilley: lighting.
Gillenstein: clarinet secure music,
ert Berkowst.
aud. ballet
and Arena Stage. Washert Berkowst.
33: 32.49 Dick. Syless
for Stantey Pitts
fave. Georye Gilzzard
save. Georye Gilzzard
ave. Holis Briden
the Hurf Marion Reardon
ont-Dufort St.
molther Frances Scranbases
ont-Dufort St.
molther Georye Hike
Schoel Volume Gombell
scenen Robert Davis, Rance Gombel
scenen Robert Davis, Rance Gombel
scenen Hills
school Marion Research
Namey Hills
school Marion Gombell
School Mariol Scelye
School Marion Sc ucienne Hill orra; settings, eo Gallenstein; ilhaud; ballet

Jean Anoullh's "Thieves' Carnival" has its American preem at WashIngton's theatre-in-the-nound. This play is thinner than froth and is as improbable for Broadway as was "Mrs. McThing." It would probably take the same kind of bigname leads and as good a break to go anywhere on the bigtime professional stage of this country.

With all that, it nevertheless proves to be amusing, drawing not only chuckles but delighted belly-laughs, a tribute as much to the Arena stock company's landling as to the author's work.

The story is of a gang of thieves

Arena stock campany's handling as to the author's work.

The story is of a gang of thieves who invade Vichy. France, during the height of the watering syason. Two of the thieves are old pros and the third is a handsome young apprentice crook who is under the wing, of one of the older men, to learn the business. Also at Viely are British Lord Edgard and his wife, Loyd Hurf, and their two rich words, Eva, a young widow, and Juliette, very young and unsophisticsted. In hot pursuit of one of the girls are Dupont-Dufort senior and junior, with the older man trying to make a match for his son with either of the girls. Lady Hurf, bored stiff, pretends to recognize the head crook as a Spanish Grandee from long ago and livites the three thieves to her vills.

ish Grandee from long ago and livites the three thieves to her vita.

Naturally, the handsome young apprentice and the innocent young apprentice and the innocent young girl fall in love; they play the only straight roles, with the others hamming it up from start to finish.

Anouill may have intended some delicacy and lightness in his play, but director Hawrence Carra has widely handled the obus to be played as broad as a barn door. The players work with the zest of amateurs having the best possible time. The result is that the audicince early gets into the spirit of the fin and stays that way throughout Any other reading of the lines by the cast would be sudden death. As a special marasehimo cherry to go atop the frosting, Anouilh has inserted mood music. A costumed gal, presumably invisible to the others until almost the very end, wanders in and out of scenes, playing this music on a clarinet. It might be a little something the playwright had left over in his system after seeing the film. Ther Third Mon, but it adds generally to the effectiveness of the play.

There are a handful of good performances. Dřek Sykes as Peterbono, the No. I cronk, clowes merrily as a good-natured raseal who can think up only the most involved ways of trying to steal George Grizzard comes through nicely as the juvenile raviantic daes very nicely as the bored sophisticated. Lady Barden, and Marian Reardon is very effective as the other ward.

and a married woman, are unexpected dropins, through necessity. Finally, animated, orphaned, 21-year-old Jenny finds her way into the household from a hitchinking jaunt. Uninhibited sprite dominates thereafter, telling off the bousehold and guests. She rekindles a 10-year romance between the drughter and patient suitor, shames and breaks the poet's illicit romance and warms the heart of the general, so much so that the parents agree Jenny should marry their son and stay with household. It's a fine romp for Miss Love. As Jenny, her pixle style was dandy. Fine backing comes from Guy Spaull, as the gruff general; sympathetic understanding by Joan Croydon, as his wife.

Play, in for three weeks (theatre has a 30-week season) has tasteful sets and lighting by James Pringle, and costumes are excellent, befitting the modern theme.

and costumes are excellent, befit-ting the modern theme.

Miss Jones' direction extracts more from the script than it con-tains.

Bark.

The Children's Hour Chicago, Nov. 9. irden production of the door scene write

Chicago, Nov. 9.

Grama in three acts troor scene wire and three acts troor scene wire acts troor scene wire acts troop scene with the scene

"The Children's Hour" makes its initial Chicago professional entry with something akm to crusade overtones that should add a tilip to the boxoffice over and above the intrinsic, established dramatic values of Lillian Hellman's bitter study of the "seeds of suspicion." The original road company was forced to bypass this stop back in 1936, because the police censors ruled the play's subject matter objectlonable. The 1936 ban was widely discussed in the local pressprior to the current arrival, making the play's visit this time somewhat a matter of civic pride and patronage a matter of principle for many theatregoers. The Children's Hour" makes its

patranage a matter of principle for many theatregoers.

The touring cast does very well by the intense yarn, with none of the portrayals falling below the level of competence and some of them hitting fine peaks of excellence. Patricia Neal is particularly skillful in building to a smashing climax her delineation of Martha Dobie, the maligned victim who finally can only end her doubts about her own orientation by suicide. Iris Mann injects an almost everish maliciousness into her portrayal of the young girl who starts the tale about the love lite of her two schoolteachers.

Bernard Sobel

who has just written his memoirs, Broadway Heartbeat, has another reminiscence

Paris by Day

one of the many byline pieces in the forthcoming

48th Anniversary Number

VARIETY

N. J., last summer. It's currently on the first leg of a national tour. Three-acter needs only the routine revising, tightening, pacing, etc., to make it a saleable bo, product with its success contingent on the draw of the Yiddish star.

"Momma" is a light, warm comedy about the trials and tribu-lations of a Jewish family in Can-arsie. It points out in humerous fashion the problems that beset most families, including the suc-cessful upbringing of children and their sendoff into the world.

Scriptwise, it is e-pertly handled and full of laughs. Direction is good, also. A nore than competent cast surrounds Miss Picon. Jacob Ka-lich, her husband, and author-di-rector of many of her Yiddish hits.

the parents, Miss Picon and

As the parents, Miss Picon and Kalich are very touching and annusping. A lot of the play's humor is provided by Kalich. Comedicane limits herself to one song.

Anna Appel, vet of both Yiddish and English theatres, also turns in a good role as the hard-hearted landlady, providing both comedy and pathos.

Peg Feury and Mark Rydell, as the son and daughter, are okay. Guffaw department is aided considerably by Dorie Warren as the ugly, lovesick chick chasing and trapping the resisting son (Norman Feld). Latter's deadpanning is very skillfully executed

Eck.

Philippe et Jonas

Montreal, Nov. 14.

Montreal, Nov. 14.

Le Theatre Du Nouveau Monde production of a comedy-drama in two acts 40 scenes), by Irwin Shaw. Stars Guy Hoffmann, Jean Dalmain, features Monoque Miller, Jean Duceppe, Directed by Jean Rolland D'Amour, At Gesu Theatre, Montreal, Nov. 13, '53; '22.50 top. Jonas Goodman Jean Dalmain Philippe Amagnos Guy Hoffmann Philippe Amagnos Guy Hoffmann Magruder Rolland D'Amour Stella Goodman Monque Miller Ell Lebert Bendern Dennes Pellette Bl. Lieber Le Jurge Dennes Goodman Jean Louis Roux Florence Goodman Dennes Pellette Le Jurge Lammanowitz Fernand Dore Le Masseur Daniel Dupont Flaherty Jean Gascon Flaherty Fl

bas more for mood music. A cost mond and promised and presumable provided and compared body. The mainteend victims of the sum of the

Off B'way Shows

American Gothle
(CIRCLE-IN-THE SQUARE, N. Y.)

After two successful seasons with rehashes of a pair of Broadway glops ("Summer and Smoke." "The Grass Harp"), Greenwich Village's Circle-in-the-Square is showcasing Victor Wolfson's "American Goth-jic." Although the drama leaves plenty to be desired as a playwrighting effort, production and thesping help the group hold its own as the top-Broadway outfit operating today.

wrighting effort, production and thesping help the group hold its own as the top-Broadway outfit operating today.

"Gothic" is a stark tale of love and frustration in close-of-the-19th century New England. It's a story that authors liave cottoned to before—and told better, as in Eugene O'Neill's 'Desire Under The Elms." Wolfson sets the mood straight off with some vivid scenes of a gadabout son's battle with his puritanical father and a bleak marriage between the son and a mousy femme, at father's behest. Author, however goes astray, as he enlarges temme, at father's benest. Author, however goes astray, as he enlarges his yarn to show the breakup of the marriage, after the father's death, and the crackup of the wife, when the boy divorces her and then return several years later with a new frau who's bouncy and beautiful.

when the boy divorces her and then return several years later with a new frau who's bouncy and beautiful.

Motivation for the crackup is vaguely defined and the subsequent poker-bashing murder of the second wite and her young child by the now-demented lovesick, jealous first wife seems like an easy way to get the final curtain down. Somehow the tragedy never takes hold of the sympathies and remains something distant and apart.

Wolfson's portrayal of grim New England life is sensitively etched, but his story is loosely conceived and his character development is confusing.

Under Jose Quintero's studied direction, the production comes alive in spots. Confined to a small area, he has managed to create an illustion of space and movement that enhances the production. Clarice Blackburn, as the unhappy first wife, spearheads an unusually fine cast. She gives a sensitive, understanding reading that's strapped only by the weakness in the script, Jason Robards Jr. complements her excellently as the young husband who mends the errors of his ways with a second wife. Dwight Marfield and Mabel Cochran are standout as local townfolk and James Greene and William Major give tondrawer portrayals as a pair of Yankee wastrels.

Michael and His Lost

Michael and His Lost

Angell
(AMATO THEATRE, N. Y.)
Showcase Theatre, production unit comprised of pro actors from legit, radio and TV, presented Walter Markey's adaptation of Henry Arthur Jones' Michael and His Lost Angell' for three performances at the Amato Theatre, N. Y., last week. Unit falled to impress with offering. Script, which lacked potency and had some occasional moments of weak dialog, hinged on the angle that priests are human and thus susceptible to the wiles of the opposite sex.

for a season of repertury is potent addition to the off-Broadway scene. Group is currently offering "Othello" on a Thursday-line-Sunday schedule and will cuntion with that presentation until Decrease and the property of th

Night' and "Hamilet."

When caught 10 days ago 13 outfit played to an overflow house-unusual for an out-of-the-way-theatre such as the Jan Hus, Production, merits the large turnost. Acting is firstrate, with Earle Hyman socking across his conception of the Moor and William Thornton registering effectively as the 'scheming lago, Donald Goldman's settings, costumes and lighting succeed in creating the proper atmosphere and rate a definite nod, Luis Martinez has done an imaginative job of staging, Original background music by Coleridge-Taylor Perkinson falls in line with play's mood.

Among other cast members who

play's mood.

Among other cast members who perform with authority are Forrest Compton. Blanche Cholet, Jacqueline Brookes, William Myers and Charles Macauley. Tickets range from a matinee low of 78t to a Saturday night high of \$2.45.

Equity Show

Shadow & Substance
(LENOX HILL PHOUSE, N. Y.)
For its third production of the current season, Equity Library Theatre presented Paul Vincer Carroll's "Shadow and Substance Carroll's "Shadow and Substance Y., last week Wednesday (18) through Sunday (22), Group did a praissorthy job. Production was polished and performances, generally firstrate. firstrate.

Play, incidentally, was presented on Broadway in 1938. Although it's a stimulating work, with some juicy roles, "Shadow" lacks the pop appeal necessary for commercial success today. As an ELT offering, it was a good choice to showcase some worthwhile performances. Topping the thesping roster was James Arenton, whose portrayal of the canon was excelent. As his housekeeper, Mary James was a natural, giving both credence and sincerity to the role.

Also standout were John Mc-

Plays Abroad

A Day by the Sea
Glasgow, Nov. 1.
cnnent Productions. Ltd., Presentaof three-set coilegud. Settings, Felix
the point Gleigud. Settings, Felix
that king's Theatre, Glasgow.
d Anson Lewis Casson
or Eddison Roberta Woolley
y Eddison Wendy Cramp
(or Farley Raiph Richardson
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or Farley Raiph Richardson
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ones Haron
ham Gregson Frederick Plegud
ham Gregson
paphrey Caldwell Lockwowd West

without Gresson
New play by N. C. Hunter, author of "Waters of the Moon," is described as a comedy, but emerges as a thoughtful conversational drama, never highly entertaining but always pleasant. Set in southern England, this is exceedingly well acted, and little wonder. Few playwrights can boast a more distinguished cast, including as it does three Knights of British theatre, one Dame and several other talents. Sir Ralph Richardson, Sir John Gielgud, Sir Lewis Casson and Dame Sybil Thorndike, the latter two man and wife in private life, make up the notable foursome, being supported by Irene Worth, legit actress, and Megs Jenkins, English character player of stage and pix.

The author packs a great deal of interesting philosophy into what turns out to be an essay by the sea Nothing much happens throughout the drama, which merely sketches in certain incidents and nectings in the life of a middle-class family. Comedy side is taken care of by Richardson as a gin-drinking doctor with a walrus moustache and a devil-may-care attitude to life. His acting is one of the best things in the play.

Miss Thorndike, enunciating in

Richardson as a gin-drinking doctor with a walrus moustache and a devil-may-care attitude to life. His acting is one of the best things in the play.

Miss Thorndike, enunciating in her famous theatrical tones, has a part after her own heart as the mother with a disappointed son and a bachelor brother in his dotage Casson puts a great deal of teeling into the latter role as he reclines half-asleep and dozing formost of the play in a deck chair.

To Gielgud goes the central role of Julian Anson, diplomat son who takes life too seriously and discourses at length on his failure to reach the top.

The characters of a widowed and divorced woman of the world, and a governess who is doomed to remain a spinster, are capably played by Miss Worth and Miss Jenkins respectively. Felix Kelly, a New Zealand artist making his theatrical debut, has painted the beach seenery with imagination.

Piece has been given brittle direction by Gielgud, It shapes up as ukay for British playgoers of the more thoughful variety, and should get by on marquee value of its main names. U.S. possibilities are limited.

Gord.

get by on marquee value of main names. U.S. possibilities limited.

L'Alouette

L'Alouette
(THE LARK)
Paris, Nov. 3.
Marguerite Jamois production of play
live acts written and directed by Joan
noull. Stars Suzanne Flon. Set and
Sumes by Jean-Denis Malcles, At Montmasse Caston Baty Theatre, Paris, Oct.

Warwick Jean Louis Richard
Cauchon Marcel-Andre
Jeanne Suzanne Flon
Father Marcel Pores
Mother Marie Leduc
Brother Paul Bisciglia
Promoler Roland Pietri
Incuisitor Michel Eicheverry
Brother Ladvenu Francois Marie
Brandricourt Claude Richard
Boudousse Gerard Darricu
Acres Acres Gerard Parity
Agnes Isabelle Ehnl
Queen Anne Guerni
Charles VII Michel Bonquet
Queen Yolande Denise Perrel
Archbishop Maurice Jacquemonl
Tremouille Henry Grange
La Hire Gerard Darricu
and time Gerard Darricu

New Jean Anouilh play is about Joan of Are and Paris crix have bailed it is his best work to date. If not a masterpiece, it is one of the outstanding French plays of the postwar era, a tour de force of threatre writing. Scramble for tickets is such that it will probably be at the Left Bank Montparnasse-Gaston Baty house for a couple of scisons.

Gaston Baty house for a couple of seasons.

Suzanne Flon (of "Moulin Rouge" ple' gave up a role in the hit play. Duzzling Hour," to play Anonilh's Joan at a much smaller salary. Actress made no mistake. She has the best femme assignment of the decade and registers in it 100° c. Bedding for U.S. and British legit riths have already begun, and Lark" is certain of a Broadway. Production before too long. Pieversion seems unlikely as heart of cript lies in dialog and what appear to be improvised seenes. "Lark" is no straightforward long drama. Instead, Anonilh has selected some episodes from Joan's career to evaluate and illustrate ler personality. He deliberately laves out her being burnt at the slake, thus suggesting by an ironic faist that her greatness has survived the flames. Play is mounted on bare stage, but actors are in period costume. Joan care

Nest that her greatness has sub-ved the flames. Play is mounted in bare stage, but actors are in relide costume. Joan clad in her leven garb throughout.

Anoullh version commences with

Joan already on trial at Rouen. Her judges are anxious to hear of her past before summing up her case and she—with the aid of some actors waiting on stage for their cues—acts out scenes from her life.

actors waiting on stage for their cues—acts out scenes from her life.

It is these scenes that make up the body of the play and Anouilh has written them with his characteristic top mixture of literary grace, wit and sense of theatre.

Miss Flon's taking of a difficult hut rewarding main role marks her as a fine, versatile actress who makes the many and sudden transitions the part demands without lailering, Michel Bouquet glves a glittering performance as the indolent, foppish Dauphin, and Jean-Louis Richard as Warwick, Marcel-Andre as Cauchon, Michel Etcheverry as Grand Inquisitor, Maurice Jacquemont as Archbishop and the rest of the company score in finely-composed assignments. Direction by the author gives the play an easy, natural flow and use of lighting aids in lending scenes proper moods, "Lark" looks set for international production. Curt.

Someone Waiting

Glasgow, Nov. 10.

H. M. Tennenl, Ltd. production of charm in the metals by Denkin Williams. Stars Embra Williams. Stars Embra Williams. Setting. Michael Weight. At Theatre Royal, Glasgow.
John Nedlow. Campbell Cotts Martin. his adopted son. John Stratton Miss Lennie. his typist. Dorothy Baird Hidda, a maid. Gabrielle Brune vera. Nedlow's wife. Adrianne Allen Evera. Nedlow's wife. Adrianne Allen Evera. Nedlow's wife. Gladys Hensin Mrs. Danecourt. Gladys Hensin A Neichbor. Edward Rees Ilis Wife. Elleen Dale

Playwright Emlyn Williams. with

Playwright Emlyn Williams, with his first murder play since "Night Must Fall," has carefully stirred up a strong thriller in this new three-acter which has all the earmarks of a money show. Judging by audience suspense at show caught, it should have a substantial British run. American rights have been bought by Sol Hurok.

Play grips from start. Action takes place in the drawingroom of rich financier John Nedlow's apartment in the Regent's Park district of London. A woman has been found strangled there, and an innocent young man has been found strangled there, and an innocent young man has been hanged for it. Miscarriage of justice brings to the apartment the boy's father from Australia. Concealing his identity under the name of Fenn, he is intent on running down the real killer.

He is engaged as law tutor for the tycoon's adopted son. After the tycoon's adopted son. After the tycoon and his wife have departed, he discloses his real self to the son and sets about reconstructing the murder.

But by bit the evidence is piled up. A letter, in which the financier whose confessing his guilt, has been posted unknowingly by the hanged youth to his father in Australia, and is found in Fenn's suit-taken.

hanged youth to his father in Australia, and is found in Fenn's suitcase.

Play is so well constructed that tenseness compensates for happenings that, in real life, would he hard to believe. Tension heightens as Fenn and the adopted son plan the murder of the financier when he returns from a party at the London Savoy Hotel. Their plans are interrupted by a visiting Cockney mother, a maidservant of loose morals, and finally the unexpected return of the tycoon's wife.

Success of the play depends on the top acting by Emlyn Williams, making his first appearance in a drama since his solo triumph as Charles Dickens. His voice and gestures create the required atmosphere of mystery.

He has strong support from John Stratton, already seen in "Accolade" and in "Colombe." This young actor takes the heavy role of the embittered adopted son. Campbell Cotts conveys the right atmosphere of wealthy indifference as the tycoon. Gabrielle Brune's maidservant, who has led "A patch-

as the tycoon. Gabrielle Brune's maidservant, who has led "A patch-work life," glves a commendable performance, white Adrianne Allen shoulders competently the part of the financier's wife

the financier's wife.
Michael Weight has designed the London apartment setting with rich flavor. The piece is directed with crispness by Noel Willman.

En Attendant Godot

Asial Heinr Salam Groning Al Schlosspark Theatre, Des-s2.50 (top Alfred Schieske Wladium) Alfred Schieske Estragon Hans Hessing Forzo Friedrich Maurer Lucky Roland Kaiser

The Schlosspark Theatre chose its Berlin Festival presentation. German preem of Samuel

Beckett's "En Attendant Godot," which received an efficient German which received an efficient German translation job from Elmar Tophoven. This French written play by the Irish-born Beckett turned out to be a heavyweight drama, with some comedy lines. For its strong-meat theme, it will prove a magnet for the sophisticates, but may scare off many conventional theatregoers. theatregoers.

theatregoers.

"Godot" has only five actors and practically no story. It is concerned entirely with long stretches of dialog. It is actually a wordplay of parables and symbolisms telling of mankind that keeps waiting for something in vain. In this case, the two principal players, who appear as shabblidy dressed tramps, wait for "Godot," an illusionary person, from whom they hope to get help for their future life.

Although there is no action.

for their future life.

Although there is no action, "Godot" holds the interest, thanks to the contributions in direction, acting and atmosphere. Some dialog sequences could stand cutting which probably would make the whole thing more understandable. It also appears a bit involved in sports.

spots.
Karl Heinz Stroux, top Teutonic stage director, does well with his small cast. A special word of praise goes for Walter Frank, one of Gerwhose appearance should again lure patrons.

There is practically no scenery.

Both acts have the same scenery.

It is an open country lane with a tree as only property. Haas.

A Sense of Guilt

Glasgow, Nov. 3

New play, set in the present-day living room of a family in Kent, provides a useful dramatic vehicle for thesping telents of Edgen II religiously a considerable name in Landon roles. Show is presented by actor-manager John Clements, and shapes up as being fairly engrossing legit fare, though handicapped by loose ending. Accent is more on feminine characterization than on plot, some of the latter difficult to swallow:

Story, on conventional lines, concerns a woman who has been tried for murdering her husband with an overdose of medicine, has been acquitted, and now attempts to seek rest in the family circle where the tragic event took place. Plot

seek rest in the family circle where the tragic event took place. Plot also centers round her bid to make friends with her teenage daughter, adready alienated to her. Midway through, the family

already alienated to her.

Midway through, the family friend and lawyer, competently played by Ian Hunter, reveals that he was the one who administered the overdose to the femme's husband, his own best friend, and that he did so because he loved her. Here incredulity enters. The lawyer's wife then discloses that she knew all the time that her partner loved the accused femme and that he did the fatal deed.

loved the accused femme and that he did the fatal deed.

Miss Herlie, in a succession of glittering tobes, shows her old bis-trionic talents in a difficult char-acter study, a woman tormented by events of the past and desper-alely, almost neurotically, seeking happiness in a family circle she has trusted. trusted.

trusted.

Two children in the play are excellently played by Timothy Raynolds and Therese Burton. Avice
Landone's loyal wife is also particularly good. But the role of an ticularly good. But the role of an objectionable woman neighbor with a sting in her welcome is con-iderably overacted by Ambrosine Philipotts, Irene Hentschel's direction is sure and dett, and the livingroom setting by Ruth Keating adds cosy comfort to the pervading sense of sadness. Gord.

Don Ameche Auditioned For Musical 'Ninotchka'

For Musical 'Ninotchka'

Don Ameche was auditioned last week as possible male lead in "Ninotchka," the forthcoming musical version of the old film comedy, for which German-born film actress Hildegarde Neff is set as femme star. Parts were played in the original pleture by Greta Garbo and Melvyn Douglas.

Michael Kidd, who supplied the choreography for "Guys and Dolls" and "Can-Can," is set to repeat the assignment for "Ninotchka," which is also being produced by Cy Feuer and Ernest H. Martin Cole Porter is writing the songs for the show, while George S. Kaufman and Leueen MacGrath 'Mrs. Kaufman' are adapting the story.

Musical, which will be retitled, is slated for rehearsal next Aug. 15.

Moravian Outdoor Drama Looming for N. Carolina

Greensboro, N. C., Nov. 24. Another permanent outdoor drama for North Carolina will open in Forsyth County in 1957, if tentative plans of Bethania Mora-vian Church jell.

Proposed drama, based on the story of the Moravian Church, would be written by Kermit Hun-ter and the music composed by Thor Johnson, conductor of the Cincinnati Symphony Orchestra.

The project was initiated last January by a planning committee named by the Bethania Congrega-tion. The original idea was to produce an outdoor play for on-week in 1959 to help celebrate the 200th anniversary of the Bethanian settlement

Complete plans, to be submitted Complete plans, to be submitted to church officials for approval, call for an annual summer drama beginning in 1957, the 500th au-niversary of the whole Moravian Church.

Bethania, a small community about nine miles northwest of Win-ston-Salem, was the second Mora-vian settlement in North Carolina Samuel Selden, director of the Carolina Playmakers, will stage the production

Is It End?

examination of all costs could be examination of all costs could be made, and significant convexions obtained from every quarter, the \$14,000 a week show might come back into profitable operation. Ap-proximately \$2,500 must be shaved from the touring cost of every one of these minor attractions if are to take to the trail again

are to take to the trail again.

The financial troubles of many shows on tour would be solved if this relatively small reduction could be obtained. Some managers feel that special concessions should be won for all shows on tour grossing under \$14,000.

ing under \$14,000.

Other managers are discussing the possibility of fouring in an "off-Broadway" style.

There is a likelihood that "The World of Sholem Aleichem" may go to Chicago and play that city in the same off Broadway key and scale that is currently proving successful at the Barbizon Plaza in New York. New York

cessful at the Barbizon Plaza in New York.

Another manager is pondering the possibility of a tour "outstade the chain of legitimate houses," booking femples, synagogs and community centres for one and two-night stonds, a la Paul Gregory, but on a smaller scale, The acting company would be Equity, but nothing else would conform.

Confusing Signs

A key to the gravity of the situation is to be found everywhere, but in Philadelphila, in the second week in November, all theatres were dark except one, the Shubert, And, when Gregory's "John Brown" came to town for a split-week, it played the Academy of Music.

In asking if this is the end of

played the Academy of music.
In asking if this is the end of
the beginning, road managers are
rot unaware of the truth that the
beginning, whatever this may turn
out to be, may mean an upsurge
of theatre away from the old legalihouses

mate houses.
Whether the occumulated clutter and restricting regulations of yesterday's theorie actually is the big block, or only part of the block is largely rhetorical. There was a when a \$14,000-a-week time when a \$14,000-a-week tour-ing show was profitable, and the records of the United Booking Of-fice bear out this statement hand-somely. Today, this is not true; there is no way to improve this gross for many worthwhile shows and sometions must give some

and some time.

A manager reports that he has discovered that by playing his attraction official away from the regular legit houses—the public regular legit houses—the public and critical reception was warmer to a remarkable degree. "If I took my show into a legit house they would highbrow me to death," he said. "But by playing a one or twonight stand in a community house or auditorium, the very show they would have criticized became by this one fact a highclass attrac-tion." In short, not only are the costs

In short, not only are the costs disciplined in London next May. It will be prohibitive, but a modest attraction tion struggling through the familiar path of theatre's great traditions. The Louis Freiman play with was suffering from unfavorable music by Manny Fleischmann, is comparison with the dead and now in its eighth week at the Section

Play on Broadway

Escapade

Stella Hampden
Peter Henderson
Wilban Savon
St. Habeld Cookhan
John Hampden John Baumlen Waliers Di Skillingworth Miss Beits Poston Daventry Audiew Deeson Molly George

Usula Jeana
Margery Maude
Murias Marheson
Feter Pagan
At Bur Marlowe
Bilan Marlowe
Belian Mene
Melville Cooper
Maja e Easton
Roddy Melbowall
Felix Deebank
Carroll Baker
Nicholas Howard

Roger MacDougail, whose London farce hit, "To Dorothy, a Son," made a dull thud on Broadway a couple of seasons ago, has writen a comedy with a serious theme, "Escapade," which is a current click in the West End and has now been imported here by Alfred de Lagre Jr. and Roger L. Stevens, in partnership with British producer Henry Sherek.

A discussive many facel, that

discer Henry Sherek.

A discursive peace tract that teelers on the edge of drama for Iwo acts, it comes to life for an andience-gripping third act, which is too late. As a play of ideas it is interesting, if hardly movel, but as a boxoffice prospect it seems dishions. If the studios aren't fright-ened of such a controversial theme as peace, the yarn night be the basis for a stimulating picture.
"Escapade" has a two-ply story,

cined of such a controversial theme as peace, the yarn night be the basis for a stimulating picture.

"Escapade" has a two-ply story, the more important of which develops offstage. Thus, while an egocentric pacifist bickers with his wife between quarrelsume meetings over the text of a peace manifesto, the andience has to hear second-hand about how his three sons carry out his ideas by running away from boarding school, stealing a plane and flying to Geneva to deliver a plea of youth against war. The box, led by the eldest, an obviously magnetic youth who combines Shavian logic with a capacity for action, never actually appear onstage, although they dominate the play, particularly in the final scene, when the reading of their peace testament holds the andience in hished attention and then the parents receive a tension-casing phone call from Geneva. But the childish wangling of the growings is a longwinded building for bridge the action's scattered story elements. Brian Alicence, who took over on short notice as male star when Roger Livesey withdrew to return to England for a major operation, doesn't specifical the pacity for the passave wife, devided the order on short notice as male star when Roger Livesey withdrew to return to England for a major operation, doesn't specifical there is anything there to get.

The quet glowing talent of British costar Ursula Jeans (Mrs. Livesey can't provide much stature for the vague role of the passave wife, Meville Cooper has at least one good scene as the indignant school of what hos papils are doing or think-mid dosanning as an articulate

Roddy McDowall is forthright Roddy McDowall is forthright and disamining as an articulate schoolboy with good-natured tol-crance, for middled adults; and there are plausible supporting per-tormances by Margery Mande as a grandinofther old enough to sympa-thize with youth and be impatient with the niddleaged; Murray Matheson in the expendable part of a devoted old bean; Felix Deebank as a realistic but kindly reporter, and vestpocket-sized Rex Thomp-son as a young accomplice in the and vestpocket-sized flex fromp-son as a young accomplice in the escapade-tor-peace. Donald Oen-slager's living room and headmas-ter's office settings are ample and

attractive.
Perhaps this is another instance Perhaps this is anomer in a way of of how "sea change" has a way of bexing transallantic play imports. In any case, "Ecapade" is unlikely to repeat its London success here, Robe.

Yiddish 'Marriage' Set For English Version in Brit.

English stage rights to "Second Marriage," current Yiddish play which stars Edmund Zayenda and Irving Jacobson at the Second Ave. Treatre, N. Y., have been equired by Gordon Brooks, British pro-ductor, who will present the pro-duction at the Alexander Theatre in London next May. It will be translated and done entirely in



Spanish Theatre Shapes **As Good Commercial Bet** In Gotham on Varied Rep

As the first authentic Spanish-language drama In New York in recent years, The Spanish Theatre, headed by Alejandro Ulioa, is probably a good commercial bet for its three-week run at the Broadhurst. An Important factor is New York's large Spanish-speaking population, from which the plays draw their enthusiastic responsive audiences, who applaud each major speech.

The company of 25 opened

who applaud each major speech.

The company of 25 opened
Thursday (19) with "Don Juan
Tenorio," a classic centering on the
great lover's exploits in tempting a
novice, Dona Inez, from a convent,
duelling with and slaying her
father, and finally, being haunted
by the ghosts of his victims. Ulioa
plays the invincible Don Juan with
distinction, while Francisca Ferrandiz is a beauteous Inez.

"The Mayor of Zalamea." with

diz is a beauteous Inez.

"The Mayor of Zalamea." with
Ulloa in the title role, concerns a
farmer who becomes a mayor, and
who courageously seeks civil punishment for a military officer who
has abducted the farmer's daughter. Like many a Spanish play,
the central issue is one of honor.

the central issue is one of honor.

In "Life Is a Dream," the Calderon classic which opened Monday (23), Ulloa, acting in the grand manner, runs the emotional gamut as he goes from a raging barbarian to a tyrannical prince to a generous soul who realizes that his good fortune may be a dream and that he must therefore act as nobly as possible. Francisca Ferrandiz is an appealing, sympathetic Rosaura. possible. Francisca Ferrandiz is an appealing, sympathetic Rosaura. Although the subplot has been considerably cut. Ulloa more than makes up for this by a 10-minute curtain monolog, much applauded by the attentive audience. The company's sets, costumes and lighting are elementary, but fittingly complement the acting, which is direct, colorful and theatrical.

During Its stay, the repertory

During Its stay, the repertory company will also appear in "El Divino Impaciente," based on the life of St. Francis of Assisi, by Jose Maria Peman; "Rule After Death," by Guevara; "The Cardinal," by Parker; "Beat the Fire." by Qulntero Guillen; Rostand's "Cyrano de Bergerac," and "La Passion," a passion play. Grif.

Swire Heads ANTA

William Swire, assistant executive-secretary of Actors Equity, has been appointed executive director of the American National Theatre & Academy, effective Dec. 21. The Equity council voted yesterday (Tues.) to give him a year's Icave of absence to take the post.

As executive head of the Congress-chartered organization, Swire will be in charge of a reorganization drive to "establish ANTA as a truly national theatre". He takes over from Christian Westphalen, who recently exited after two years as administrator.

Juilliard's British Fest

Juillard's British Fest
Dancer Jose Limon, baritone
Mack Harrell and Instrumentalist
Suzanne Bloch, as well as otherfaculty and student artists, will be
featured as soloists in the Festival
of British Music to be presented
by Juilliard School of Music in
N. Y. during the first two weeks
of December.

Equity Counsel

Continuted from page 67

on factional grounds. The se against Cohn have cited his connection as attorney for the Assn. of Theatrical Press Agents & Managers as a possible complication. Opponents of Schmidt argued that as attorney for such figures as Elizabeth Bentley, Louis Budenz and Frank Fay he might not be sympathetic to Equity's policy against blacklisting. Mintzer, a former judge, was regarded as the dark horse of the four finalists.

Miss Brownstein's exit as Equity

dark horse of the four finalists.

Miss Brownstein's exit as Equity attorney followed her refusal to accept a budget cit from \$19,500 to around \$13,000 for the legal department. The council was to have decided yesterday on the exact amount of her pension. She was associated with Equity for 24 years, first as associate counsel and, since the death of Paul N. Turner in 1950, as chiet counsel. She continues as attorney for the affiliate Chorus Equity.

Phyllis Love to B'way

Dallas, Nov. 24.
Phyllis Love left Margo Jones'
Theatre '53 arena company here
Saturday (21) to accept the ingenue lead in Liam O'Brien's "The
Family Man," due a Dec. 26 opening at the Coronet, N.Y. Cast includes Burgess Meredith, Martha
Scott, Una Merkel and Thomas
Chalmers

Pressure Groups

Continued from page 1

continued from page 1
either faced ticket cancellations or
outright public condemnation.
At no point was the name of a
prominent wholesale grocer mentioned as an influence in the consistent campaign against the stars.
This wholesaler is admittedly a
most potent factor among sponsors
of network radio and television
programs, his long arm reaching
from Syracuse to Madison Ave.,
N.Y.

from Syracuse to Madison Ave., N.Y.

The management stated that "many potential theatregoers may have stayed away because an organized group unknown to us circulated anonymous letters accusing us of being lax in the choice of performers."

Unconfirmed reports sald Syracuse residents were receiving telephone calls and letters from anonymous persons urging them to boycott the theatre on the ground that a member of the Astor had been affiliated with Communist or Communist-front organizations.

Russo emphasized that he did not charge the anonymous letter campaign to the local American Legion. "I have no idea who inspired those letters," he said.

Future B'way Schedule

(Theatre indicated if booked)

Shrike, City Center, tonight Madam, Will You Walk, Phoenix.

Madam, who are Doc. 1.

Kismet, Ziegfeld, Dec. 3.
Flame-Out, Lyceum, Dec. 8.
Richard III, City Center, Dec. 9.
John Murray Anderson's Almanac, Imperial, Dec. 10.
Prescott Proposals, Broadhurst, Dec. 16.
Oc. 16.
Oc. Man. Oh Women, Miller, Dec.

17. Remarkable Mr. Pennypacker, Coronet, wk. Dec. 20. Dead Pigeon, Dec. 23. Charley's Aunt, C. Center, Dec. 23. Little Jesse James, wk. Dec. 28. Summerhouse, Playhouse, Dec. 29. 29

Suninteriouse, Paga outset, Bec. 9
Sing Till Tomorrow, Dec. 29.
Mile. Colombe, wk. Jan. 1.
His & Hers, 48th St., Jan. 7.
Coriolanus, Phoenix, Jan. 19.
Caine Mutlny Court Martial, Ismouth, Jan. 20.
Dear Charles, Jan. 21.
Confidential Clerk, Feb. 3.
High Named Today, wk. Feb. 22.
Girl Pink Tights, Hellinger, 2/25.
By Beautiful Sea, March 25.
Pajama Game, April 1.
Anniversary Waltz, April 8.

Rude Don Jose

Continuted from page 67

and apologized for his action. Rosenstock first claimed that the tenor had "eliminated himself Rosenstock first claimed that the tenor had "eliminated himself from the community of our company," later conductor said Poleri's future with the company would be discussed after he has had a "good rest," but over the weekend sent Poleri a dismissal notice notice. Earlier Thursday, Rosenstock

Earlier Thursday, Rosenstock had unloosened a blast at soprano Anne McKnight, charging a breach of contract, because she had sailed for Italy on the eve of the company's departure for its vectors resulting the company's departure for its vectors. western trip.

One byproduct of the flurry of temperament was the projection One hyproduct of the flurry of temperament was the projection of the local music critics into front-page byliners on their respective sheets. Besides reviewing the op-era, the critics had a juicy Page One yarn tossed into their laps.

Court Settles Frisco Feud on Opera Co. Tag

Campbell McGregor, former financial backer of the Pacific Opera Co., agreed in court last week to stop using the name of the New Pacific Opera Assn. and, Illstead, call his operatic organization the Cosmopolitan Opera Co.

McGregor's agreement ended a legal dispute with Arturo Case, lia, manager of the Pacific Opera Co., which began when the company divided into two troupes last May.

Also disputed were

May.

Also disputed were production
dates for the two opera companies.
Superior Judge Harry J. Neubarth
ruled the Casiglia group will perform in February and the McGregor group in March.



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Literati

Life's Shill for 'Companion'
Seldom has one magazine done
so nuch, however inadvertently, to
help another mag as what transpired when Life devoted its cover
and a seven-page layout to 18-yearold singer, Jill Corey. It is Miss
Corey who sings Dimitri Tlomkin's
new carol, "The First Christmas;"
with lyrics by Ned Washington, in
the Columbia recording which is
being promoted in a special deal
my the Women's Home Companion,
which is publishing the song in
its December issue.
Companion readers are offered
a special coupon deal by the magazine on the Jill Corey recording. Life's Shill for 'Companion'

Gerald L. K. Smith Again

Gerald L. K. Smith Again

Weekly Publications, Inc., Dayton O., publishers of Newsweek
Madazine, recently filed a second amended answer in U. S.
District Court to a \$1,000,000 libel
action of Gerald L. K. Smith, an
Oklahoma resident who claims to
be a minister of the Christian
church. In its answer, the firm
denied any intent of "malicious
detamation," and denies Smith's
allegations claiming an article in
the Nov. 26, 1951 issue of Newsweek, entitled "Fascist Flop, Red
Flop," was so critical of him as to
cause the loss of public confidence.
The libel action was filed in

came the loss of public confidence.

The libel action was filed in Dayton federal court on Nov. 5, 1952. The publishing firm claims that its news item of the plaintiff was a true, honest, and fair treatment of a matter of general public interest. The plaintiff became a public figure in 1934 as an associate of the late Sen. Hucy Long of Louisiana, and in succession he supported William Dudley Pelleys-Silver Shirts," the Townsend plan, and Father Coughlin's "National Union for Social Justice." He published a monthly magazine entitled "The Cross and the Flag," advocating white supremacy and carrying anti-Semitic articles.

Cudlipps Galore

11 Reginald Cudlipp is appointed editor of the News of the World in succession to Arthur Walters, who died suddenly last week, the Cudlipp family will have created an unique precedent in the London press. Two of his brothers are stready regional page editors. an unique preceding are press. Two of his brothers are already national paper editors.

already national paper editors.
Percy Cudlipp edits the Daily
Herald and Hugh Cudlipp is editorial director of the Daily Mirror
and Sunday Pictorial. Revinald
Cudlipp is assistant editor of the
News of the World.

News of the World.

Blum's 9th Annual
"Daniel Blum's Theatre World:
Season 1952-53" (Greenberg; \$4,50) is the ninth in the now-standard stries of volumes giving an annual pictorial and statistical summary of the Broadway legit season, with a nod toward the road. As always, it's principally useful as a reference work, partly because its picture spreads provide a refresher of shows that might otherwise tend to lade from memory, more important because of the completeness of its factual data, and principally because its capsule biographies and full index in the back. Without attempting comparisons between any of the various annual books on legit, it's safe to tab "Theatre World" as a natural for editors, those in the trade and, indiced, for any incurable stage addict.

Good Anthology.

Good Anthology

The American Legion Reader that the American Legion Reader that the control of a wealth of stuff published over the years in the Legion's monthly. Victor Lasky the fiction, articles, cartoons and samer.

Be fiction, articles, cartoons and kinor.

Besides by hiers like Robert E. Sherwood, Budd Schulberg, Walter Winchell, Maurice Zolotow, the late Alexander Woolcott, Eric Sevareid, filly Rose and others known in the anusement industry, the show biz aspects on Communism in Hollywood, Charles Chaplin, et al. are included. Robert B. Pitkin's pece on "The Movies and the American Legion" from the Max, 1953, Issue is subcaptioned, "The incredible story of Red infiltration in the movie world; and how The American Legion cooperated with tim executives to save the incustry."

Hawthorn Books is the newly set pa affiliate of Prentice-Hall, of which P-H's former editor-in-chief, ken Giniger, is now the veepeed may be not book department sales channels, hich has insured it a good sales kickoff. As befits the auspices, not only are some of the contents militantly anti-Communistic but pridefully affirmative on American values. And in between a rich segments of fiction and articles

bearing on religion, sports, labor, personalities, world affairs, veterans and the like. Withal a rich anthology.

Abel.

Anderson Suing Pegler

Anderson Suing Fegier
Drew Pearson's legman, Jack
Anderson, filed a \$51,000 libel suit
in Federal Court on the Coast on
Monday (23) against Hearst syndicated columnist Westbrook Pegler cated columnist Westbrook Pegler and the Los Angeles Examiner. He charges that Pegler's column in the Examiner on Nov. 24, 1952, libeled his reputation and his book on Sen. Joseph McCarthy (R., Wis.) which he wrote with Donald May.

Anderson declares that Pegler called him a "stooge" for Pearson, and also that he was an investigator for the Nonsecterian Anti-Nazi League.

for the League.

Tape Recorder Mag

A general service magazine for tape recorder owners. Tape & Film Recording, makes its bow this Week

It's edited by Mark Mooney, Jr., former editor of Camera magazine, and published by Mooney-Rowen Publications, Severna Park, Md.

Guido Orlando's Confessions

Guido Orlando's Confessions
Guido Orlando, the last of the
frantic flacks, has written a book
which has seen the light of day
first as a French entry. Translated
by Michel Chrestien, and called
"Le Faiscur Des Glories" ("The
Maker of Glory"), the title is a
good indication of the tone of the
book. There is more me-me'ng
and I-D'ing in these 285 pages than
in a Louvre full of prima-donnas.
However, that is the ego line that
a book of a public relations man's
memoirs should take, and this is
chockful of quotable escapades and
almost terrifying self-assurance and
self-assertion that makes for noticeability in any autobiography.

The only concession to his clicats

ability in any autobiography.

The only concession to his clients is putting them first at times in chapter headings such as "D'Annunzio and I." "How I Created Clark Gable." "I Present Ingrid to Roberto," "I Dub Marion Davies," "Mussolini and I." "How I Had Roosevelt Elected," etc., with the clients sometimes losing out to this self-made man who, as soon as Le found that he and Napoleon had a lot in common, started taking a

found that he and Napoleon had a lot in common, started taking a bust of the little Emperor with him wherever he went.

Book abounds in some unique and freshly told vignettes in the life of a self-made man. It will probably be of interest to show biz people in the dettly told tale of the people in the deftly told tale of the maker of legends and stars, and the candor and incredible nerve and shrewdness needed to sell both the public and the figure of the would-be liontzing. The English edition is slated to appear in Eng-land and the U.S. soon. The French newspaper, Paris-Presse, begins scrializing it next month. Mosk.

John W. Prentiss Memorial
Prentiss Memorial Fund has been established in Keene, N.H., in memory of John W. Prentiss, publisher of the Keene Evening Sentinel, who died on Oct. 10. Nearly 100 Keene residents, as well as friends of the late publisher in a seven-state area, have begun substantial contributions to the fund, which will aid the N. II. Heart Association in its program of research, education and community service.

Harold Lisk's Post

Harold Lisk's Post
Harold Lisk has been named
eastern regional manager of International News Service, with headquarters in Columbus and in
charge of bureaus, business and
editorial policy in Ohio, Pennsylvania, West Virginia, and surrounding territory. He has been
with INS in Ohio nearly 18 years,
and served as Ohio managing editor for the past nine years.

Frivolities

Frivolities

"The Best Cartoons From France" (Simon & Schuster; \$2.95) is, as the title indicates, just that. Edna Bennett collected them from Paris-Match and Le Rire, and Philippe Halsman's preface is as bright as the contents. Particularly good is the literal English translation of how a French jacket blurbreads, and it just about sets the pace for the humor whose accent, as one might suspect, is more French postcard than Louvre in concept. Unlike David Low's British concept of sardonic humor in relation to history, this anthology is completely joie de vivre, and let the pundits worry about what they will; not so Messrs, les Cartoonists Chaval, Mose, Dumbout, Effel, Fiancois, Sine, et al.

Bill O'Malley's "Golf Fore Fun", Prentice Hall; \$1.95 is in the same

idiom of al fresco divot and caddy cutups. Bing Crosby did the intro-Bert Bachrach's "Book For Men" Barnes, \$2.50 is light stuff in another vein. Plenty of helpful hints for the stag for sarrorial splendor, home mechanics, making like Escoffer in the kitchen, fravel-ing, mixologist, sports, etc. Abel.

CHATTER

Stanley Seiden, p.a. for Olsen & Johnson, has been commissioned to write a book about the comic team's experiences on stage

Scottish Daily Express e-lebrated its 25th birthday in Glasgow at junker attended by London toppers E. J. Robertson and Arthur Chris-

E. J. Robertson and Arthur Christiansen.
Play text of "The Caine Mutiny Court Martial." illustrated with scenes from the diona, will be published by Doubleday & Coprior to the Broadway opening.
An edition of the Manchester Guardian specially printed for defivery in New York was carried by the first plane on a new street air service between Manchester and N. Y.

Bob Sylvester, amusements edi-

N. Y.*

Bob Sylvester, amusements editor of the N. Y. Daily News, has authored lifs first detective story. The Big Boodle, which will be published by Random House in the Spring.

Louis Silverstein, with the N. Y.

Times, promotion, act, staff for the

Louis Silverstrip, with the N. Y. Times' promotion art staff-for the past 18 months, named promotion art director succeeding George Krikorian, who resigned to join Look mag.

Allen Stearn, publisher of Moyle Spottight, Movie Play and Movie Time, appointed Miss Dee Phillips Mrs. Jack Holland: as Coast editor of the chain. Buth Erieson is Editorial Director in New York.

Josaphat T. Benoit, editor of the weekly French-language newsparper, L'Action, in Manchester, N.H., elected mayor of that city for the sixth time, the longest period any chief executive of Manchester has ever served.

Sylvan M. Barnet Jr. N. Y. manager of the Herald Tribune's European Edition, named assistant to EE prez Ogden R. Reid, Barnet, who'll be replaced in his former post by Wilbert B. Ely, leaves Jan 1 for Paris, where the EE is published.

Norman Nadel, drama and film

FE prez Ogden R. Reid. Barnet, who'll be replaced in his former post by Wilbert B. Ely, leaves Jan- 1 for Paris, where the FE is published.

Norman Nadel, drama and tilm editor of the Columbus Citizen, has also joined the School of Joneralism faculty at Olno State T. He replaces Vern Havener, tormer Citizen Sunday editor who has been shifted to the Cincinnati Post as news editor.

McGraw-Hill publishing Edwin and Nathathe Gross "Teen Theatre" via its Whittlessy House Books for Young People Book designed for use by highschool students and smatter groups, comprises a "Ginde to Play Production" and six royalty-live, one-act

ays.-Charles (Chuck) Roberts, chief Newsweek's Chi bureau for the of Newsweek's Chi burean for the past two years, shifts to the mag's NY, office. No replacement set as yet. Also joining the news mag's NY, staff is Jerry Thorpe from the Chi, Sun-Times rewrite stable. Thorpe doubled as the daily's pop record reviewer.

Ann Daggett Higginbotham nea-editor of Photoplay and supervising editor of Badio-TV Mirror, with Carlton Brown as executive editor of both magazines. Mrs. Higginbotham, in her six year with Macfadden, has been Coasility of Photoplay and, most reditor of Photoplay and, most re-

with Macfadden, has been Coas-editor of Photoplay and, most re-cently, editor of Radio-TV Mirror. She edited several film maga-zines before joining Macfadden in 1947.

Three American Newspappy: Guildsmen, let out regardless of seniority when the Ottawa Evening Citizen's morning edition folded, have been reinstated after a Guild threat to seek arbitration. One.

have been reinstated after a Guild threat to seek arbitration. One, night city editor, was president of the Ottawa local; another had been on the exec staff. Interesting condition was that any who chose not to return—as two of them did—would still not be considered as resigning but would receive severance pay.

Book Publicist Benn Hall

explores the present-day veque of literary barnsterming in a piece

Have Book-Will Travel

an informative byline piece in the 48th Anniversary Number

VARIETY

SCULIA S Scully By Frank Scully Bolly Bolly By Frank Stully Bolly By Frank Stully By Frank Stulle By Frank Stu SCULLY'S SCRAPBOOK

Hollywood.

Once Jess Willard figured out that the number of persons who saw Jack Dempsey knock him out must have been well over 500,000. He judged this solely by those who had come on to him through the years,

Once Jess Willard figured out that the number of persons who saw Jack Dempsey knock him out must have been well over 500,000. He judged this solely by those who had come no to him through the years, shook his hand and told him they were present in Toledo when he was beaten to a pulp by the Manassa Manler.

"I tought a lot of fights and even won a heavyweight title," Jess said, bu nobody even saw any of those."

The beginning to feel the same way about the mumber of persons who claim they are from my home town. Filed Merman, Eddie Bracken, Wintred Lenihan and Paul Betlentsch have all been screened and I am willing to accept that they came from where they said they did.

But more recently I've been running into Hollswood producers who have been making the same claims. Amonif them were Frank Tashlin, who with Alex Gottlieb hade. "Marry Me Ayam" for RKO release, and Milton Sperling, prez of U. S. Pictures, an indee producer enjoying, if that is the proper word, a Warner Bros release.

Not only do these men claim. I am a "landsman" but Sperling claims he went to Bryant High School and was even editor of The Owl, a school marazine which I nur ed through its formative years when I was the swooming delight of the school's cords.

Actually, all these people claim they were bojn or raised in Astoria and I have thrown trick questions at some of them to find out if they had any idea of its local kindmarks. Tashlin said he went to P. S. 5, and there actually was such a school, but he was a little vague about its exact location. The fact that he cof into film cartooms very early may have accounted for some of this contusion, as anybody who has worked for Mary Fleischer or Leon Schlesinger (Tashlin worked for both) is likely to develop a protective annessa about his kormative years.

Where's Astori." Washington?

He later admitted he was not actually born in Astoria. He only grew up there. He was born in New Jersey. The exact town still cludes him, but it wasn't Montelair. All he kept from his cartoon wears is that it is easi

ously actors are not very good at reading dialog limited to sketches on tablecloths.

Quick on the Draw

He sold the Marx Bros. "Night at Casablanea" by the same aitful device. "The Fuller Brinsh Man." "Padetace" and "The Good Himory Man" got the same visual treatment to chinch the sale. He has a book coming out entitled, "How to Create Catoons," but I believe it would be more helpful to the picture industry it he did one entitled, "How to Sell Scripts to Producers Who Won't Read."

His merger with Alex Gottheb is in a syndrome I heartily tayor for the revival of Hollywood. One is the producer. The other director and they both do the script. It's a method that almost invariably produces a gay, lively product.

Gottlieb had spent five years at Warner: hirming out several pix a year which grossed a total of \$60,000,000. Among them were "Hollywood Canteen," "The Girl from Jones Beach," "Two Gays from All-warker." "Buck Privates." "Sanie." Statlion and Boal' and "Mary Me Again," starring Marie Wilson and Robert Cambrings.

He never quite said he came from Asteira but the way he acted when Tashlin was going down memory kane would lead one to believe they had practically been raised from the cradle together.

Milton Sperling, on the other hand, most definitely put himself on record as having been educated at Bryant High School. In fact be said he went over to Par's Astoria studio while he was editor of The Owl to interview Donald Ogden Stwart. He knew his way around because the summer before he had been an office boy on the lot. Stewart, who for a great himmorst is a grand andience as well, was so dazzled by this kird's brilliance that he asked if Sperling would do some typing for him. He turned in such a nice clean script that Stewart secretary.

Sperling traveled with the Yale wit to five months. They covered London, Paris, Rome, Vienna and the Riviera. This gave Sperling the opportunity to meet Ernest Hemingway, Lewis, Milestone and others who have gathered the sort of notority people call fame.

Not since Irving

boss at Warner's.

He collaborated on a lot of screen writing, the best remembered being possibly "I Wake Up Screaming." The theme song of all screen-

In August, 1952, he told it to the Marines and was soon commissioned in a combat photographic unit. He shot some mighty perilons stuff of Bougainville, New Georgia and Treasure Island as well as Tarawa. His documentary of "To the Shores of Iwo Jima" is still rated high

in its field.

"Returning to Wollywood, he joined the new army of independent producers. He is, however, one of the few that has held the hill, most of them having retreated under fire to a major studio, the stage or TV, He produced under his United States Pictures banner such good once as "Cloak and Dagger," "My Girl Tisa." "Distant Drums." "Retreat, Hell!" and most recently "Blowing Wild." a story of wildcatting in oil in, Mexico which stars Gary Cooper Anthony Quinn, Ruth Roman and Barbara Stanwyck.

He still looks like a young well-decayed alors under the start of th

in Mexico which stars Gary Cooper Anthony Quinn, Ruth Roman and Barbara Stanwyck.

He still looks like a young well-dressed, alert well-mannered secretary and has the further distinction of having the same wile he started out with. She was his old boss' daughter, Betty Warner. I don't think Harry Warner claimed he got any nearer Astoria than Youngstown, O., or that Miss Roblett was his English teacher. All of which proves that you don't have to be born in a suburb of Steinway, Long Island, to be a success in show biz and I wish people would stop looking it seem that you did.

broadway

Ava Gardner in from the Coast esterday (Tues.) en route to Eu-

Ava Gardner in Iron the Coast yesterday (Tues.) en route to Europe.

Eugene W. Castle and wife depart on four month Mediterranean cruise in late January.

On Friday night (27), the Catholice Actors Guild holds its annual affair on the Hotel Astor Roof.

Sophie Tucker will be guest of honor at a luncheon by the Ziegfeld Club Friday (27) at the Bittmore Hotel.

Ned E. Depinet is asking film execs to contribute to the Young Women's Cirristian Assn., which is campaigning against juvenile delinquency.

Van Jolinson in for a short vacation and back to the Coast over the weekend. Waiter Pidgeon and Metro producer-director Albert Lewin ditto.

Paul Denis has a Sid Ceasar yarn in Fawcett's Television Life.

Mary Pickford filed Monday (23) deadline for TV channel in Winston-Salem, N. C.

Songwriter-plugger Joe Goid resigned from the music business for "something more steady" and joined the Nat Lewis sales staff

ston-Saiem, P. C.

Songwriter-plugger Joe Gold resigned from the music business for "something more steady" and joined the Nat Lewis sales staff at the Broadway haberdashery.

The Bohemians, N. Y. musicians' club, hoiding a dinner Dec. 20 at the Plaza in honor of Steinway & Sons, ceiebrating latter's 100th anni. Musical program will follow the dinner.

Max E. Youngstein, United Artists' v.p., back from a 10-day swing of London and the Continent where he set the preliminaries for a series of celebrations anent UA's 35th anniversary.

Ginger Rogers and husband Jacques Bergerae off to Paris for a brief visit before going to London for picture work. They'll costar in "Twist of Fate," which Maxweli is to produce in the British eapital.

Roy Disney, president of Walt Disney Productions, and ad manager Card Walker' back to the Coast over the past weekend following Gotham huddles on releasing Disney's "The Living Desert." Women's Committee of the Varlety Club Foundation to Combat Epilepsy planning an annual Celebrity Bali for New Year's Ever Room of the Waldorf-Astoria, with most of the proceeds slated for the clinic for epileptic children at Columbia Presbyterian Medical Center.

Chicago

Bill and Belinda Putnam of Uni-versal Recording off to Florida. Dick La Palm signed Janet Brace

to personal management contract. Turnabout Theatre of Hollywood playing Kimball Hall this weekend (6-28).

(6-28). Art Goldsmith bringing in Fred Waring on Dec. 3 for one show at the Opera House. Nat Kalcheim and Nat Lefkowitz here briefly conferring with Wil-

Nat Kalcheim and Nat Lefkowitz here briefly conferring with Wil-liam Morris Office. Elaine Stewart doing personals at McVickers last weekend for "Take High Ground." Joe Laurie Jr., In town last week plugging new book, "Vaudeville: Honky Tonks to the Palace." Bud Donnelly, formerly with Prockter Enterprises in Chi, off to N.Y. to rep East Coast for Vitapix Corp.

Corp.
Playwrights Theatre Club opening "Glass Menagerie" Nov. 27 before going on road with the show early in December.

early in December.

Jeanne Delta, dancer and AGVA
member, received check for \$1,750
for auto accident injury incurred
while she was working at a Chi
nightclub, under the union's welfare plan.

Paris

Suzy Solidor into Villa d'Este.
Kirsten Flagstad giving a farewell recital at the Opera here today (24).
Richard Todd here for a film
chore in the Henry Decoin film,
"The Bed."
Joseph A. McConville, Columbia
foreign chief, here for huddles with
foreign reps.

Dumas meller, "Kean," which Jean-Paul Sartre has revised.
Clarence Brown, vacationing here, returning to U.S. Jan. 1 to produce and direct film based on Mary Chase play, "Bernardine."
Cannes Film Festival will be he'd March 25-April 9 in 1934. Film palace will have a panoramic screen for pix shot in that process.
Henri Jeanson to adapt George Kaufman-Moss Hart comedy, "Man Who Came to Dinner" as "Woman Who Came to Dinner" Elvira Popesco is to star.
Gerard Philippe bicycling between here and London. He does "Lopenzaccio" with the Theatre National, populare here and is commuting to London for dubbing the Rene Clement pic, "Monsieur Ripois," shot in England.
"La Fille de Madame Angot" into Opera-Comique rep Dec. 10. Anouilh Joan of Arc play, "Lark," for U.S. legit production, Director wants Suzanne Fion, who stars in show here, to repeat on Broadway next season. Actress made her pix debut in "Moulin Rouge."

Memphis

Memphis

By Matty Brescia

Ray McKinley to the Hotel Peabody's Skyway for two weeks.

Bob Stevens, Memphis pioneer sales hawk with WMPS, ill in St. Joseph Hospital.

Eddie Hill, hilibilly from Nashville's WSM, here for a one-nighter at the City Auditorium.

M. A. Lightman, prexy of the Maleo theatre chain, and his wife, to Europe for annual vacation.

Leo Burson, South's ZOA chief, hosted press-radio and TV colony here at a party for Sen. Estes' Kefauver.

Early Maxwell Associates, just returned from N.Y. with "South Pacific" contract; skewded here for week of Jan. 25.

Phoenix

By Larry Jonas Concho Room switches to name act policy Jan. 5, with Rudy Vallee

set to open.
Dorothy Lamour's Variety Revue

Dorothy Lamour's Variety Revue in for a one-nighter tomorrow (25) at Phoenix Union High School.

The 10-day Arizona State Fair set new record for admissions this year, attracting 225,887 payees compared with the 1952 record of 207,898.

Artists Paris

207.898.
Artists Booking Corp. opened branch office in town, with head-quarters in the Westward Ho. Henry Halstead heads the operation here.
Harry Barris on prowl for sheet music of his 1927 hit, "Mississippi Mud." He checked in from Hollywood to establish permanent residence here.

Paramount established successive house records with "Shane"

Paramount established successive house records with "Shane" and "Here to Eternity." The Fox also marked up a new gross tally during three-week run of "The Robe."

Phoenix Chamber of Commerce will spend \$100,000 for advertising during coming year to attract the tourist trade. New ad budget tops previous high by more than \$20,000.

Pittsburgh

Pittsburgh
By Hal V. Cohen
John Joseph here for confabs
with local Cinerama ad-pub chief,
Arthur Manson.
Vogue Terrace ciosed a deai for
Eartha Kitt to come in for week
on Easter Monday.
Saul Bragin, chief booker-buyer
for SW chain here, elected to the
Motion Picture Pioneers.
George Murray, Casino manager,
back in baggy pants as chief comic
in this week's burlesk show.
Tech drama Phyllis Love signed
for "Family Man" with Burgess
Meredith and Martha Scott.
Ankara skating star Alis Foster's
father; Donaid Foster, signed for
Jose Ferrer's City Center, "Shrike."
Mrs. Leo Strini. wife of "Ice
Cycles" musical director, underwent surgery at Ohio Valley Hospital.
Daniel V. Flash, of the Stanley

Daniel V. Flash, of the Stanley Theatre booth, is new president of the Motion Picture Operators union.

Joseph A. McConville, Columnal foreign reps.
Odette Crystai replacing Veroncica Bell as singing star of the Folies-Bergere.
Albert Husson, "My Three Angels" author, completing new comedy, "Cresus."
Patricia Neway to sing lead in Alfano's opera, "Resurrection," at Opera-Contique in Jan.
Gregory Peck talking over his next pic, "Purpie Plane," to be made in Ceysion, with director Robert Parrish.
Jeanne Moreau inked for Queen Narriman role in Gregory Ratoff screen biog of ex-King Farouk. Pic will be shot in Egypt.
Catherine Romane signed for will be shot in Egypt.
Catherine Romane signed for lead in new Marcel Ayme play. "Family Avowals" which goes into Atelier house next month.
Pierre Brasseur opening at Sarah Bernhardt in old Alexandre

London

Alexis Smith arrived in town this week to start filming "The Sieeping Gunman."
Salvatore Chiantia, veepee of Leeds Music, here taking looksee at the music situation.
Jack Jacobson, of Music Corp. of America, returned to London yesterday (Tues.) after a month in New York.
Sir Philip Warter to preside at Associated British Cinema's winter convention dinner to be held in Brighton next weekend.
Ernest E. Blake, managing director of Kodak, has been elected chairman of the Cinematograph Manufacturers Assn. for 11th consecutive year.

wantiacturers Assn. for 11th con-secutive year. Virginia Somers, currently enter-taining GIs in Germany, leaves for India at the end of the month for a cabaret tour opening at the Grand Hotel, Calcutta.

cabaret tour opening at the Grand Hotel, Calcutta.

Olivelli's Hotel, a favorite rendezvous for many show people in the West End, was up for sale nut the sale was withdrawn after a \$65.000 offer was made.

Kenneth Winkies, a director and administrator of Circuits Management Assn., the company controling J. Arthur Rank's two theatre groups, upped to assistant managing director.

Lew Grade arrived from N.Y. and immediately planed to Paris in company with Australian impresario David N. Martin seeking novelty acts for England and Australia. They will tour most of the Continent.

sario David N. Martin seeking novelty acts for England and Australia. They will tour most of the Continent.

Enroute to the U.S. via the Queen Elizabeth are Tessa Smalipage, who has been doing a vaude tour of Britain; Richard Kayne, author and composer; Colin G. Valdir editor of Sunday Pictorial; and John G. McCarthy.

Harold Davison has booked Woody Herman's band for a sixweek European tour opening in Oslo, April 3, with Stockholm, Copenhagen, Hamburg, Berlin, Rotterdam, Amsterdam, Brussels, Paris and Lyons among the 11 cities to be visited. Trek will include Switzerland and Italy, He also is negotiating for appearances in England.

Minneapolis

Minneapolis

By Les Rees

"Skin of Our Teeth" is Edyth
Bush Little Theatre show.
Woody Herman played Prom
Ballroom two-nighter Nov. 20-21.
Yehudi Menuhin soloist with
Minneapolis Symphony orchestra.
Songstress Betty Reiliy underlined for Hotel Radisson Flame
Room Nov. 30.
Hollywood Ice Revue playing
for first time in Twin Cities at St.
Paul Auditorium Dec. 8-13.
Fred Waring and his Pennsylvanians at St. Paul Auditorium for
one-nighter Wednesday (25).
Israeli planist David Bar-Illan
soloist with Minnesota U symphony orch for convocation concet.

cert.

RKO-Orpheum here foregoing films for one night, Dec. 1, to play Stan Kenton's 'Festival of Mødern American Jazz' for two night per-

American Jazz for two night per formances. Maurice Chalfen, principal own-er of "Holiday on Ice Internation-al" and five other ice shows oper-ating around world, back after six months in Europe.

Miami

By Lary Solloway
Comic Sammy Walsh took over at the Harbor Lounge as host emcee.
Roney Plaza set Milt Herth trio and Jacques Donnett quintet for winter run.
Joy Hodges will be in show when Bill Jordan reopens his Bar of Music Nov. 25.
Ed Sullivan and the Earl Wilsons among invited guests for upcoming unveiling of Ben B. Gaines big new Sahara Hotei Dec. 15.
Birdiand prepping for preem with enlarged capacity. Former

Philadelphia

Philadelphia
By Jerry Gaghan
Bunny Romm, formerly in contracting business, bought Ciro's midtown nitery.
Paccy's Show Bar being sued by Nony Brandt, former dancer at spot, in a billing dispute.
Richard Kiley took over the spot vacated by Glenn Burris in the "Kismet" company at the Shubert.
Roy Rogers, Dale Evans, and "Trigger" due in for Gimbei's Santa Claus Parade, Thanksgiving Day.

Wakeman Corp., local personal management outfit, formed Hesch Music Corp., as a subsidiary with BMI affiliation.
Lloyd Price, bandsman due at Pep's Musicai Bar, cancelled when tapped by his Louislana draft board. Sonny Stitt combo substituted.

Club 22 and Diamond Horseshoe wiil feature Erroll Garner orch. Casablanca Players presenting "Gigi" at the Casablanca Hotel, while across the bay Coconut Grove Piayhouse is offering "Heaven Can Wait."

Rome

By Helen McGill Tubbs
"Moulin Rouge" (UA) drawing
SRO at several first-runs here.
Leonide Massine here from his
island home in the south of Italy.
Writer Lou Stevens conferring
with John Nasht for forthcoming
TV series.
Marta Toren back to Rome after
almost three months location work
on "Maddaiena."
Roberto Rossellini to Naples for
directorial chore on episodic pic,
"Haif Century of Love."
Theima Carpenter, now thrushing at the Open Gate Club, will be
followed by the Merry Macs.
Italo comedian Eduardo DeFilippe awarded the Legion of
Honor medal by the French
government.

government.
Errol Flynn off to Geneva. He is still negotiating for the completion of his flim, "Adventures of William Teil."

Washington

Washington
By Florence S. Lowe
National Symphony has hung
SRO sign out for its series of student concerts, an annual feature
sponsored by local businesses.
Charles Laughton, due in for a
Constitution Hall reading session
under aegis of Super Music, stays
over for a Library of Congress
stint the next night.
Charles Laughton, due in next
month for a three-day Constitution
Hall run of his Bible readings, wili
give a preview of show at Library
of Congress before an invitationonly audience.
Arena (theatre in the round)
Stage readying American preem of
Jean Anouilh's "Thieves' Carnival," to be directed by Lawrence
Carra, ex-Carnegie Tech drama department, and formerly producerdirector of ABC-TV's Pulitizer
Prize Playhouse.

Omaha

By Glenn Trump
Fred Waring show at Sloux City,
Ia., Auditorium Nov. 21 at \$3.66
top.
Harry Burke of KFAB named
veepee of Omaha's Downtown
Kiwanis Club.
Columbia's Phii Carey and startet Mariiyn Novak in to plug preem
of "Nebraskan."
Ken James and ex-Nebraska
football star Blue Howell doing
pre-game warmup for WOW-TV
prior to Sunday's pro game.
Art Smith, manager of KYTV,
Sloux City, told of his station's operation to members of South
Dakota's U's Radio Guild in Vermillion.

Montreal

Mia Slavenska ballet into Her Majesty's Nov. 30.
Big Jay McNeely and combo at the Latin Quarter.
"John Brown's Body" doing solid biz at Her Majesty's.
Marc Sebastien into the Penthouse for indefinite stay.
The Drama Playhouse offering a three-night stint of "Born Yesterday" at Victoria Hall.
Ken Edey, formerly Canadian editor of Reader's Digest, takes over as managing editor of The Montreal Star Jan. 2.
Sophie Tucker slated for a session at Chez Paree starting Nov. 30. Club will close in mid-December for at least a month for refurbishing. furbishing

Portland, Ore.

"Holiday In Rhythm" rolling all week at Oaks Skating Rink.
Yvonne Moray, Cy Meiano, and Jad Herrod and His Cocktail Revue in at Amator's Supper Club for two weeks.
Oisen & Johnson in "Oh! What a Night" inked into the Civic Auditorium Dec. 13-15 by Ai Furman promotions.
Liberage broke all existing reco

Liberace broke all existing records for a one nighter at the Auditorium by grossing over \$17,000 and playing to 5,100 people.

San Francisco

By Ted Friend
Ina Claire to N.Y. for legit.
Max Baer heading Ei Nido Sunday show.
New 365 Club show headed by Ginette Wander.
Phil Bovers orch reopens Mural Room at St. Francis.
Sammy Davis Jr., into Fairmont Hotel's Venetian Room.

Hollywood

Hollywood

Henry Wilcoxon on the mend after surgery.
Howard Hawks offering his Bellar and Hawks

Kansas City.

By John Quinn
Theodore Von Eltz in from Hollywood for acting chore in commercial film.
Shrine Circum In

lywood for acting chore in commercial film.

Shrine Circus in week's stand in the Municipal Auditorium hosted over 6,000 youngsters and shutins in area at performances gratis.

"Hippodrome of 1954" goes, into-Municipal Auditorium for six nights beginning Dec. 9 under auspices of K.C. Fire Department Pension Fund.

Gladys Swarthout sang before about 500 persons at the Greater Kansas City Committee for Israel Bonds dinner last Saturday at Hotel Muehlebach.

Betty Reiliy and Dick Wess set to move to the Radisson Hotel, Minneapolis, for a Nov, 30 opening there. Pair complete their date at Eddys' here Nov. 26.

Australia

By Eric Gorrick
"Cail Me Madam" solid in Mel-bourne for J. C. Williamson. Evic

Hayes tops cast.
David N. Martin, topper of Tivoli

David N. Martin, topper of Tivoli chain, due back soon from overseas' talent looksee.

Tommy Trinder winding up soin delated run for David N. Martin. Bows into Sydney shortly.

Betty Driver, British radio topper, set for Melbourne run under the David Martin banner.

Indications are that "South Pacific" will run well into 1954 at Empire, Sydney, for J. C. Williamson.

Empire, Sydney, for J. C. Williamson.
"From Here to Eternity" (Coll continues terrific biz-getter in fourth week at State. Sydney, for Greater Union Theatres.

Joy Nicholis probably will return for tour over the Tivoli loop for David N. Martin in 1954 following a reported health breakdown. British Empire Films sponsoring ali-British film festival here during visit of Queen Elizabeth early next year in association with the J. Arthur Rank Organization.

Cleveland

Cleveland

By Glenn C. Pullen
Doldrums hitting legit Hanna, with nothing booked until Beatrice
Lillie cheeks in Dec. 21.
Rowena Rollins and singing husband, Bob Hannon, doing two weeks at Alpine Village.
Hamish Menzies made his first local hotel appearance at Hollenden's Vogue Room last week.
Teddy Caruso, WXEL baritone, became, new vocalist for Main Street Ciub's band headed by his brother. Tony Caruso.
Georgie Price's three apperances here for the State of Is. I Bonds called for some strenuous hopping around by comedian. After first one, a sellout, he flew to Spokane. Wash., for a special raily and planed back to Cleveland Nov. 18 to star in Temple on Heights show. On Nov. 24, he is returning here to headline revue given by Shaker B'nai B'rith Lodge and Chapter.

Vienna

By Emil W. Maass
Graz Kammerspiele preppin3
"Room Service."
Austrian Mozart Festival Co.
founded for 1936 world tyur.
American Houses in Salzburg
and Vienna reopened after repairs.
Mozart Trio, three American,
appeared in Cosmos USFA Theatre.
American town

American tenor Merray Dicke of State Opera inked for BBC for TV plays. Carlton Film Co. shooting Ed-mund Eysler operetta, "Play Box with Karl Heinz Boehm in the lead.

OBITUARIES

FELIX (FEFE) FERRY Fefe) Ferry, 56, agen

FIIX (FEFE) FERRY
Fefe) Ferry, 56, agent, and
legit producer and nitery
and, died Nov. 12 in Bad
2. Germany, while on a
Europe. His death, which
onfirmed until last week,
age to physicians, he was
from heart complications

who operated Fefe's Carlo, N. Y., from 1939-as active in European show to that period. Fefe, inhis nickname, cre-first syllables of his nes. In '39, he also operated manian House, N. Y., with mrant at the New York

in Bucharest, Rumania, was also an actor and singer ade his stage debut in Ruat the age of 17. He later to Paris and London where red, produced cabaret shows as a mitery vocalist. In 1928, me to the U. S. as a racingarer. In 1933, he produced ever, "Monte Carlo Follies," and was repeated again in discounted the carlo Follies.

4-35, went to Hollywood to produce makeds. He failed to get a proton assignment, though, and yor N. Y., where he opened his nite Carpo. Following club's fold 42 he returned to Hollywood mactors' agent. '42. an actors A sister survives.

GREGOR RABINOVITCH

GREGOR RABINOVITCH
Gregor Rabinovitch 65, early
fam pioneer, died in Munich Nov.
12. He was a banker and lawyer
tho left Russia in 1923 for Germany where he became a cutter
and later producer at UFA. He
made the first big musical, "Be
Mine Tonight," directed by Anatole
Litvak

Minc Tonight," directed by Anatole Litvak.
Rabinovitch left Germany for France in 1934 where he produced such classics as "Quai Des Brumes" "Port of Shadows") with Jean Gabin and Michele Morgan." "Battenents De Coeur" ("Heartheat" with Daniele Darroieux, and "Chfanished Symphony" under his Cnc-Alliance banner. He went to Hollywood in 1938 where he produced at Metro, Columbia and Universal.
Returning to Europe after the

Universal, Returning to Europe after the Returning to Europe after the war. Rabinovitch produced the opera cycle for Columbia of "La Traviata," "La Boheme" and "Faust," "La Boheme" and "Faust," "Le was working on a color operatia, "The Divorcee," when he was stricken. He also was responsible for such U. S. remakes of foreign hits as "Heartbeat" and "Luned," Surviving are his wife daughter and son-in-law, Lester Welch.

Welch.

CHARLES T. ALDRICH

Charles T. Aldrich, 85, former vandevillian, died Nov. 20 in Lakewood, N. J. He did a comedymatic act and also performed on Broadway in musicomedy. Following the White Rats strike, he went to England where he stayed for a number of years. He also toured the continent.

Addrich started his theatrical career during his youth with a medicine show. He appeared at the Palace and Hippodrome Theatres in New York and was seen in such nusicals as "Chu Chin Chow" and "Hip-Hip Hurrah." He refurd in 1929. During the following years he worked in an occasional charity show.

Wite. Beth M. Smalley, a former musicomedy singer; two sons. Gale Gordon, an actor, and Alden Aldrich, an actor-stage manager; daughter survive. Another son died Nov. 12.

EDWIN WALTER

EDWIN WALTER
Edwin Walter, 82, an actor for for 50 years, died Nov, 23 in New orks. Making his debut at the age 18 in "The Pangerous Signal" at a Comique Theatre in New orks Harlem, he later appeared the Broadway production of lobacco Road" from 1933 to 1940, thout missing a performance, 40 thout missing a performance, 41 thou more than 2,600 times. Walter made his last stage aparance in 1946 in a road producen of "Tobacco." Among the plays which he was seen were "The spector. "Uncle Isaac," "The Inter Slave" and "Siberia. "He are performed in "Road of Desay." "The Exciter," "For Childen's Sake," "The Tavern," and Juner the Great," among others. A niece survives.

CHARLES A. WAKEMAN
Charles Anthony (Tony) Wakelan, 44, radio-TV commentator,
ed Nov. 17 in Miami, Fla. after
long illness, He had been a

Washington radio and tele commentator, having been active in the former medium for 17 years.

In recent years, Wakeman had worked on TV as a commentator and announcer. A native of Pittsburgh, he became a dance band announcer for a small Pittsburgh station while a teenager, acquiring the title of "World's Youngest Radio Announcer" there. After completion of college and more work in Pittsburgh, he went to Washington to give racing results for Station Wolz.

Wakeman subsequently trans-

Washington to give racing for Station WOL.

Wakeman subsequently transferred to WINX and then to WWDC. Beginning in 1937, he was official sportcaster of the Washington Redskins football games. He also have a sports spot in TV station WTTG.

His wife and two sisters survive.

TATIANA CHAMIE

Tatiana Chamie, ballet teacher, choreographer and for many years a soloist with the Ballet Russe de Monte Carlo, died Nov. 18 in New York. Born in Odessa, Russia, she moved to France during her youth. She became a member of Serge Diaghileff's ballet company and gained recognition as a soloist. Following Diaghileff's death in 1929, she joined Col. W. de Başil's ballet company in Monte Carlo, remaining with the troupe for nine years.

ears. In 1938 Miss Chamie joined the recent Ballet Russe de Monté In 1938 Miss Chamie joined the present Ballet Russe de Monté Carlo and stayed with company until 1944, when she left to open her school. In recent years she choreographed two ballets for the Ballet Russe. These were "The Birthday" and "Prima Ballerina." Surviving are two brothers.

MAYER SILVERMAN
Mayer Silverman, 76, longtime
Pittsburgh showman and exhibitor,
died in that city Nov. 17. He had
been living in Los Angeles since
his retirement in 1945 and death
came during a visit to his home
town

came during a visit to his nome town.

Silverman was the owner of the old Liberty Film Renting Co., and former secretary-treasurer of the now defunct West Penn Amusement • Co., which operated six theatres in the Pittsburgh district. He also founded the Avenue Theatre, now known as the Art Cinema. • The circuit with which Silverman was associated also owned a theatre chair manufacturing concern.

turing concern.

G. R. ALDO

G. R. Aldo. 48, Italian cameraman, died recently in an auto accident near Venice, where he was shooting his first color film. "Senso." Picture stars Alida Valli and Farley Granger.

Originally a still photographer, Aldo began his lensing career in France. He came to Italy to film "La Terra Trema" which won him a top position in his field.

Considered an ace cameraman in Italy, Aldo had a number of prizes to his credit including some of the annual Silver Ribbon awards, Among his films were "Miracle in Mitan." "Bellissima." "Three Forbidden Stories" and "Terminal Station."

KENNETH WHITE

Kenneth White, 47, playwrightpoet, died Nov, 22 of a brain aliment in New York. He had dramatized the novels, "The Visitor" and
"The Lady Who Came to Stay,"
Both were produced on Broadway,
His last play was a one-acter,
"Freight," which was produced
off-Broadway.

His mother survives.

CHARLES (BACID PASQUIER Charles Pasquier, 72, French comedian, professionally known as Bach, died Nov. 19 of a heart attack in Paris. Pasquier, who had performed in legit, films, niterles and on radio, began his career in music halls and as a circus clown. He alter gained fame as a singer of comic songs. During World War I, he popularized the tune, "La Madelon."

Comic songs. During world the I. he popularized the tune, "La Madelon." After World War I. Pasquier ap-peared in a number of comic films. He also performed at the Casino de Paris with his partner, Laverne.

de Paris with his partner, Laverne.

JESSIE VAN CLEEF

Jessie Van Cleef, 70, noted equilibrist, died at Mitcham, Survey, Eng. Nov. 8. She was the wife of Tom Van Cleef, South African vaude artiste, who survives, and mother of Freddie Cleef, also a music hall performer.

Born in Hull, Eng., Mrs. Van Cleef was a school teacher in Cape Town, South Africa, when she met and married Tom Van Cleef. They tourred vauderies as Darius and Levine, equilibrists, and became the Three Van Cleefs when their

son, Freddie, was old enough to take up stage work.

KARL FOEDERL

KARL FOEDERL
Karl Foederl, 68, top ranking
Austrian composer, died of a heart
attack Nov. 10 in Vienna. Born in
that city in 1885, he started his
career as an actor. Although Scoling
as a thespian he was dissatisfied and became a cafe pianust.
Foederl wrote his first song in
1925, He later composed several
local hits and in 1942 won recognition throughout Europe for bis
tune. "Rehlaus," teatured in an
Ernst Marischka film He reached
his peak last year with the hit,
"Lieserl."
Wife and daughter with the litt.

Wife and daughter survive.

GEORGE P. LEWIS
George P. Lewis, 67, corporation lawyer and Technicolor, Inc., exectied Nov. 17 in New York. He had been closely associated with the Technicolor companies since their inception and at the time of his death was their general connsel. He was veepee, secretary and a director of Technicolor, Inc., and was also veepee and a director of Technicolor Motion Pictures Corp. Wife and two sons survive.

Otto Morando, 84, former operatic tenor and later a voice coach for film performers, died Nav. 18 in Los Angeles. Bora in Prague, he came to the U.S. in 1924 after an operatic career in Europe. he came to the U.S. in 1924, after an operatic career in Europe. While a Hollywood voice coach, his pupils included Bebe Daniels, Joan Crawford, Marion Davies, and Charlotte Greenwood among Wife survives

MRS. CHARLES SEEGER MRS, CHARLES SEEGER
Mrs, Ruth Crawford Seeger, 52, composer of children's folk songs, died Nov. 18 in Chevy Chase, Md. She wrote several books of folk songs for children including "Let's build a Railroad," to be published next spring.
Husband, Charles Seeger, retired chief of the music division of the Pan American Union, survives.

DR. EDGAR ROPER
Dr. Edgar S Roper, 74, composer organist -choirmaster, died
Nov. 19 in London after a long
illness. He was a former organist
and choirmaster for the chapeis
of Britain's reyal residences.
Dr. Roper composed some of the
music for the coronation of King
George VI and performed as organist at the ceremony.

IRVING HERRIOTT

Irving Herriott, 67, director and general counsel of the Zenith Radio Corp., died Nov. 17 in Chi-Radio Corp., died Nov. 17 in Chi-cago. Admitted to the bar in 1997, he had repped Comdr. Eugene F McDonald Jr. and Chicago Radio Laboratory in the 1923 incorpora-tion of the Zenith Radio Corp. Wife, a daughter and his father survive,

RICHARD A. RAVEN

RICHARD A. RAVEN
Richard A. Raven, master elegtrician and lighting consultant for
producer Kernit Bloomgarden for
a number of years, died Nov. 20 in
New York.

Wife, a son, Richard, also a legit electrician, and another son sur-

Mrs. Thelma Kaufman, wite of producer Edward Kaufman, died Nov. 17 in Hollywood after a lingering illness. As Thelma Salter she pertormed as a child actress in silent films. In addition to her husband, she leaves a son, Henry Edward, a member of the U. S. Air Force.

Mother, 51, of Belgian ice-skating star Micheline Lannoy, died at Kitzingen, Bavaria, Nov. 17, after fall from the Vienna-Brussels express. Miss Lannoy has been appearing in Tom Arnold's "Ice Cavalcade," at Albambra Theatre, Glasgow,

Lawrence Shields, 60, pioneer Dixieland jazz clarinetist, died of a heart attack Nov. 21 in Holly-wood, Co-author of "The Tiger Rag." he played in the original Dixieland Jazz Band in 1916-17. He retired in 1938.

Ora E, Richard, 86, retired Fort Wayne musician and orchestra leader, died Nov. 15 in that city, He headed the Richard Orchestra, which played at many civic-func-tions throughout the years. Two sons, a sister and three brothers survive.

Harry Bettoney, 86, longlime president of the Cundy-Bettoney Co. Inc. musical instrument manifecturers died in Boston Dec. 19. He was credited with developing, in 1925, the first successful metal clarinet. Survived by wife, son and daughter.

Joseph William Hodson, 85.

over 50 years, and former secre-tary of Bolton Cinematograph Ex-hibs Assn., deet recently at Bol-ton Eng. He was manager of the Palace, Bolton, for 24 years.

Samuel Rosenthal, 79, noted in St. Louis advertising circles, died in St. Louis Nov. 20. He worked in the ad department of the old St. Louis Republic until it was purchased by the Globe-Democrat His wife and daughter survive

Martin G. Cohn, 57, in the film industry 40 years, died of a heart attack Nov 19 in Hollywood. M the time of his death he was film editor for Ziv TV. His wife son and daughter survive

Joseph B. Zokovitch, 65 head of RKO's staff department, died Nov. 21 in Hollywood. He had been with the studio for last 20 years. Prior to joining the company, he was with Universal and United Aytists.

*Herbert G. Wenzel, 49 former orchestra, leader and promietor of the Babouste Lake X H + Paython died in Manchester X H. Nov 14 He was a member of Lecal No 339, American Federation of Musicians

Peter Gardner, 55, stage an screen actor for 35 years, deel Nov. 13 at his home in Studio CSI Cal. He was a past vice-president of the Screen Extras Guild. Wite and son survive.

Israel Schlaiter, 57 brother of Charles Schlaiter, former ad-pub-chief for 20th-Fox, died of a heart attack Nov. 19 in Detroit. His wife, two daughters and three other brothers survive.

Fred Morlu, long with Alter Service Corp.'s New York staff died Nov. 16 in N. Y. He previously had worked with the firm's De-troit effice. His wife and son survive.

Dudley H. Russell, 63 London salesman of Paramount Films, d cd in London after a long illness. He had heen in the film industry for 33 years and joined Paramount in

Frank Ginnett, circus performer ringinaster and agent, died at Redhill, Surrey, Eng. Nov. 9 after suffering a stroke in an auto, crash

John Holman, 61, who operated Reno Club, downtown Omaha nitery, for 25 years, died in that city Nov. 3.

Arthur Edwin Peterson, prexy of British Puppet The Guild, died at Cottingham, Nov. 9.

Frank C. Miller, 67, a former member of Col William F Cody's Buffala Bill Wild West show, died Nov. 21 in Fort Collins, Colo.

William A. Shepard, 73, secretary of the Mascoma Fair Assn for years, died Nov. 15 in Canaan N.H.

John Lynch, 62, backstage door man at the Fulton Theatre. !
died Nov. 20 in New York He
been at the Fulton since 1946.
vife and two children survive.

Father, 65, of music director Paul Weston, died Nov. 16 in Santa Monica, following a heart attack

Annette Schultz, longtime there tre dance producer, died at Black pool, Eng. Nov. 14.

Nicholas P. Young, 62 man at the Strand Theatre, a died Nov. 20 in that city.

Mother, 85, of actor Adolphic Menjou, died Nov. 19 in Santa Monica, Cal.

MEMPHIS ARENA LINEUP

Wyatt Dickerson Jr. hac taken over as producer at the Arena The-atre; Memphis, which began a three-week fall seaso; Tuesday

ative. Memphis, which began a three-week fall season Tuesday. 24). Sain McCulloch, former not dueer at the theatre, remas 124). Sain McCulloch, former not dueer at the theatre, remas 25 seneral manager. Memphis 25 seneral manager. Memphis 25 seneral manager. Memphis 25 seneral manager when the bunt Holling the three-week bunt Holling the three-week bunt Holling the three-week bunt Holling the three-week bunt Holling the following the three-week bunt Holling producer. Mr. and Mrs. Holl Makelim son, Holling on the Fally season. Initialer will be "The Moon is Binewith Donald Cook, Janet Reilly and Robert Wark in the east. Both Cook, who will also direct the offering, and Mrs. Reilly appeared in the Fally flerhest connection. "Mr. and Mrs. Frank Fontaine, son, their ninth-child. Boston Nov. Cook, who will also direct the offering, and Mrs. Reilly appeared in the second production, "Mr. Roberts." Closer will be "Stalag 17." which will be directed by Frank Maxwell of the original Broadway company.

Dickerson, incidentally, operated the Myrtle Reach S.C.: theater last summer, in association with Gillespie, he's in the east of Gillespie, he's in the cast of Sooth Pacific."



thority, "would do a better job for their companies financially and would create much better customer relations.

would create much better customer relations."

TOA exec stressed that exhibitor distributor relations are at the lowest ebb in the history of the industry. "The granting of greater authority and discretion to branch managers." he said, "may not be the sole answer to this sick state of affairs at probably isn't but in these perilous times at would go a long way foward alleviating the horithle conditions that exist."

Discussing current problems facing the addistry. E. D. Martin, TOA veepee, divided from into liablenges from "within" and from "without" the pic business. On the question of the product short-age, a "within" tador Martin de-

without" the pic business. On the question of the product shartage, a "within" tactor. Anytin desclared that a possible solution is for exhibs to samilate small company and undie production by paying fair their criticals and through exhibs going into production directly communication of modification of modification within," he said, "is the contrision that exists today caused by the haphaward and unintelligent methods of presenting new techniques and developments in the rudustry."

Problems from "without" cited by Martin were the 20% Federal admission tax ("the elimination of it can do the industry as a whole more good than anything else") and television ("Embrace it is it to sell product. Television campages on several pictures, have proven its value as an advertising medium.")

proven its vame as an incidum.") Dick Pitts, TOA public relations director, said that "it is entirely possible that the near future will see Armageddou for exhibition—one single, all-powerful exhibitor—association

MARRIAGES

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Dorothy Beck to Willard Wall Wheeler Jr., Sacramento, Nov. 14
Bride was radio TV seribe to SanFrancisco Dalix News.

Phyllis Boeniker to James Robert Mapres, San Francisco, Nov. 21
Bride is KPIX publicity staffer.

Russell Emich to Baldman Bristol, Eng., recently, He's wk. thesper; she's French actives.

Phyllis Claston to Manrice Milard, Las Vegas Nov. 14 Bride and groom are with the Olsen and Johnson Revine.

Alma Della Fuentes to Julio Ayearraya Mexico City. Nov. 13
Bride's a film actress; he's a radioTV exec.

Kay Nemiamir to Donald A Comer, Evanston III, Nov. 21, Bride's the hostess on "Kay's Kitchen" cooking stup on WDTV, Phyllis Rue to Herbie Callif, Columbus O., Nov. 12 Be's a former songer professionally known as Hobey King.

BIRTHS

Mr and Mrs. Leonard Walk, daughter, Pittsburgh, Nov. 12, Father's general manager of WHOD

Mr and Mrs. Lon Fushan twin yous, Pittsburgh, Nov. 13. Mother's

former concert planist.

Mr. and Mrs. Ralph J. Kaplan,
son, New York. Nov. 12. Mother is
Ann. Jarvis, radio actress; father

Ann Jarvis, radio actress; father is a lecturer.

Mr and Mrs. Clare Henler, daughter, Chicago, Nov. 17. Father is manager of WBKB's national spot sales department in Chicago.

Mr and Mrs. Clayton Partages, son, Albany, N. Y., Nov. 7. Father is a 20th-Fox salesman

Mr, and Mrs. Saul Shiffrin, son, Albany, N. Y., Nov. 13. Father is head booker and office manager there for Columbia.

Mr. and Mrs. Hal Makelim son, Hallywood. Nov. 18. Father is a Optim producer.

The Sahara Parade of Stars Continues broadwa

EDGAR BERGEN

MARLENE DIETRICH

DONALD O'CONNOR

SONJA HENIE



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